AMERICA

U.S. Department of Commerce / July 4, 1977

U.S. Manufacturers Score Again at Paris Air Show

Newsmemo

Coping with regulations brings U.S. industry onto new plateaus of cooperative effort. A recent addition to this scene is the Dyes Environmental and Toxicological Organization, Inc., that will identify and control dye hazards for U.S. producers. DETO will be monitoring regulations in this area. It will also provide a common industry capability to finance testing conducted by outside laboratories. Many member companies simply cannot afford in-house facilities for testing the diverse and complex toxicological effects of dyes.

Who pays for environmental or health testing of products? Food color additive manufacturers agreed to place a 25-cent surcharge on their products to pay for studies necessary to establish the safety of food colors such as Red Dye #40. Last year American companies in this and other chemical fields set up a large-scale laboratory to provide reliable study of toxicology issues involved in the making, handling, use and disposal of commodity chemicals. The sponsoring organization is known as the Chemical Institute of Technology.

Another regulatory standard with far reaching effects is SS-121, a truck safety measure. Department of Transportation specialists are urging retention of this anti-skid air brake standard, which mandates minimum stops for loaded vehicles. A $2,500-$3,500 system with an electronic activator is needed for compliance. In 1973-1974, just prior to adoption of the standard, truck sales boomed as buyers hurried to beat it. Then sales declined. Increases in general freight rates of 13 percent, which pass added equipment costs along to the public, lie behind forecasts of truck sales for 1977 that will be 57 percent above 1975, but 12 percent below the peak sales of 1973. The trucking industry continues to maintain that the system is too expensive to install and keep operative, and not proven as to actual safety value.

Tire imports, which were insignificant until the late 1960s, will probably top $1 billion this year. That represents about 15 percent of the total U.S. market. Increased use of similar size tires on foreign and domestic vehicles, and foreign availability of radial tires, have contributed to the import rise. Also, imported cars contain some 10 million tires, which are not directly counted as tire imports but affect the tire industry. Western Europe and Canada are the leading sources of U.S. tire imports.

The recent better news in the job situation for engineers and scientists puts a spotlight on the long decline in that area of economic life. Employment of scientists and engineers by private industry fell from 1,085,000 in 1970 to 1,031,000 in 1975, according to the National Science Foundation. The number in R & D work declined 12 percent, from 372,000 to 329,000, and the number in durable goods R & D fell 26 percent over the period. Now an index that measures recruitment advertising in this field is showing steady gains.

Automation continues in the U.S. banking field. Citibank of New York, second largest in the U.S. with deposits of more than $45 billion, plans to install automated teller machines at each of its branches in the New York City metropolitan area. The machines will be open to customers 24 hours a day, and will allow them to make withdrawals or deposits, or to transfer funds from one account to another. This entails placement of more than 500 machines within the next year.

The alphabetless Japanese language, difficult to handle by keyboard, has motivated the Japanese to leadership in facsimile transmission. This mode of electronic "mail" has found a primary use in intracompany communications, via leased phone lines. New high-speed equipment developed both in Japan and the U.S. is making such systems more attractive. The market in the U.S. is expected to triple by 1980 over the 1976 total of $100 million. The Japanese are marketing their facsimile equipment aggressively, and most of the high-speed equipment now in use in the U.S. is Japanese.

COMMERCE AMERICA

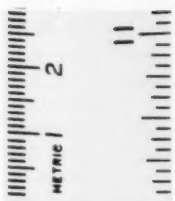
CONTENTS

Vol. II, No. 14, July 4, 1977

4

U.S. Manufacturers Score Again At Paris Air Show

Off-the-floor sales during the biennial ten-day show nearly doubled the 1975 show sales; projected 12-month sales were more than $100 million.



6

How A Major Retailer Approaches Metric Conversion

It will be in the aisles of the nation's stores and business offices where the changeover will succeed or fail, says one executive.

8

Energy: Keeping Our Priorities Straight

Commerce Secretary Kreps is concerned with the alternative proposals necessary for the nation to avert the developing crisis in energy.

2 **Economic Highlights**

There are signs of a faster rate of increase ahead in business spending on plant and equipment, a development that would be a welcome contribution to economic growth in the immediate future and a boost to longer-term non-inflationary growth.

10 **Energy Digest**

11 **Domestic Business Report**

Voluntary efforts seen key to product liability claims—International conference scheduled to tackle puzzle of asbestos—Maine joins list of states in fish inspection program—Majority of U.S. homes are already insulated—Weights and measures meeting to spotlight coffee, meat, lumber—Property taxpayers were buffeted less during fiscal 1976—Calendar of business events.

18 **International Commerce Report**

Commerce official urges expansion of exports—Impact of U.S. catalog shows abroad continues—Report on Multilateral Trade Negotiations—Results of commercial exhibitions in Sweden, Yugoslavia, Japan—Tariff changes in West Europe—Economic trends in Mexico, Morocco, India, Bahamas—Calendar of upcoming events—New international business publications—Schedule of Commerce trade promotions abroad—Licensing, investment, trade, construction opportunities around the world.

COVER: Ninety-three American firms exhibited their wares in the USA pavilion shown here beneath a model of Lindbergh's "Spirit of St. Louis" at this year's Paris Air Show. They found the show a valuable marketing opportunity as they sold equipment and systems off-the-floor and contracted for future sales. Story begins on page 4.

U.S. DEPARTMENT OF COMMERCE

JUANITA M. KREPS
Secretary

SIDNEY HARMAN
Under Secretary

ERNEST A. LOTITO
Director of Communications

RICHARD BALENTINE
Editor

CLARENCE M. ZENS
Associate Editor, International Commerce

ARTHUR McDERMOTT
Associate Editor, Domestic Business

Charles Messina, Jr.
Graphics Coordinator

Staff Writers:
Douglas F. Carroll, Felix Cotten, Margaret L. Hanson, Leslie Wilder.

Published biweekly by the U.S. Department of Commerce, Washington, D.C. Annual subscription rate $29.80 ($7.45 addition for foreign mailing, $5.75 additional for domestic air mailing). Single copy $1.15. Make checks or money orders payable to Superintendent of Documents and mail to Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or to any U.S. Department of Commerce District Office.

All subscription inquiries and address changes should be sent to the Superintendent of Documents, at the above address. This is the central distribution agency for U.S. Government publications.

Microfiche copy available at $2.25 per issue from National Technical Information Service, Springfield, Virginia 22151. Other inquiries should be sent to the U.S. Department of Commerce, 14th Street and Constitution Avenue, N.W., Washington, D.C. 20230.

Contents of this publication are not copyrighted unless indicated, and if not so indicated, the articles may be reproduced in part or in full without any prior consent. The Secretary of Commerce has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through August 31, 1981.

Survey Shows Improved Outlook For Strong Investment Growth

This column was prepared by Commerce Chief Economist Courtenay Slater, in collaboration with staff economist Leslie Small.

Dr. Slater

The latest Commerce Department survey of plant and equipment spending suggests that prospects for stronger growth of business investment are improving. The survey, conducted by the Bureau of Economic Analysis (BEA) in late April and early May, shows that business spending for plant and equipment was at an annual rate almost $1 billion higher than had been anticipated. The survey also revealed that businesses had increased their anticipated capital spending for the second quarter by $1.75 billion (annual rate). For the entire year of 1977, businesses now plan to spend $135.3 billion, 12.3 percent more than in 1976 or almost double the rate of increase in 1976. If prices of capital goods rise at about the same rate as last year, the constant dollar increase would be about 7.5 percent.

Manufacturing industries plan to spend 14 percent more for capital goods in 1977 than in 1976. The largest increases are anticipated in industries producing motor vehicles (50 percent), rubber products (30 percent), and electrical machinery (19 percent). Iron and steel manufacturers expect a decline of 1.5 percent in their investment outlays. Among nonmanufacturing industries, airlines expect the largest growth (34 percent), while gas utilities (26 percent) and electrical utilities (16 percent) are ranked second and third.

At this stage of the recovery strong growth in capital spending would make an important contribution to overall economic growth. So far in the recovery, consumers have been the principal source of strength.

Personal consumption expenditures rose at an annual rate of 13.9 percent in the first quarter of 1977. This rate is unlikely to be sustained during the remainder of the year because consumers will be rebuilding their savings, which in the first quarter dropped to the unusually low level of 4.8 percent of disposable personal income. Hence, to assure growth of total GNP at a rate fast enough to continue to reduce unemployment, strong growth in sectors other than personal consumption will be required.

Business capital investment does not respond to the business cycle with the same timing as personal consumption expenditures. Typically, fixed investment strengthens a business recovery after the early stages. During the early quarters of a recovery, the ratio of business fixed investment to GNP falls as excess capacity and reduced profits inhibit capital spending. As the recovery continues, businesses regain confidence and begin to increase their capital spending more rapidly than GNP is rising. Chart 2 shows that this point was reached 4 quarters after the trough of the 1970 recession and 9 quarters after the 1961 trough.

A pronounced decline in the investment share of GNP, from 10.8 percent to 9 percent, occurred during the 1975 recession. The ratio began to rise during the fifth quarter after the trough but had reached only 9.4 percent by the first quarter of this year. The experience of the last two recoveries suggests that continued strong growth of capital spending over the next several quarters is likely.

During the trough of a recession and a few quarters which follow, capital spending plans, as reported by Commerce's Bureau of Economic Analysis, typically are not fully realized. As overall business activity improves, actual expenditures during a quarter are adjusted upward and are greater than anticipated. In the recovery from the 1970 recession, anticipated capital spending exceeded actual levels for 12 quarters followed by five quarters when the opposite was true.

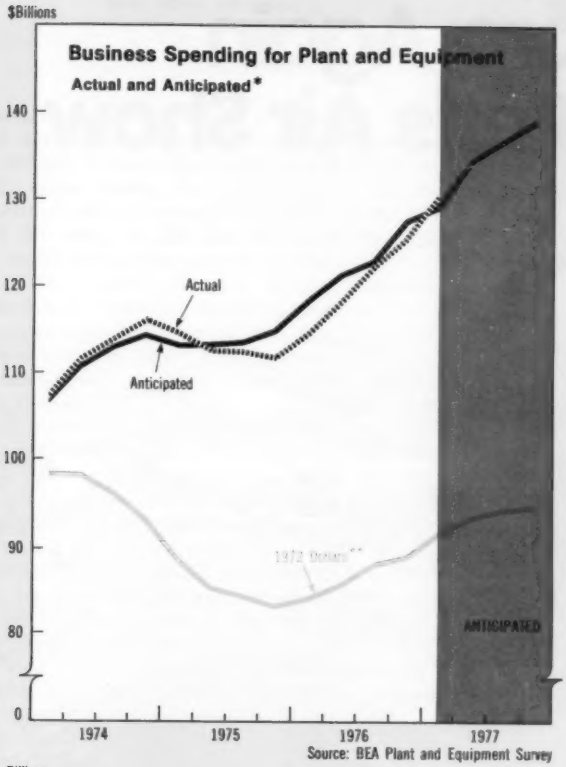
During the current recovery, seven quarters passed in which anticipated expenditures exceeded actual, and we have experienced the opposite only in the first quarter of this year when the 4.0 percent increase in capital spending was more rapid than the 3.2 percent growth that had been anticipated one quarter earlier. Similarly, actual growth during the second quarter may also be stronger than the 3.3 percent planned at the time of the survey. Indeed, historical experience suggests that actual spending throughout the last three quarters of 1977 could be greater than was anticipated when the latest survey was taken.

This conclusion is reinforced by the fact that in the fourth quarter of 1976 capital appropriations by manufacturers rose 30 percent to an historic high of more than $15 billion according to a Conference Board Survey. During the first quarter of 1977, these appropriations fell slightly, but still were the second highest on record. These appropriations will lend stimulus over the next two to four quarters when the plant and equipment are actually produced and paid for.

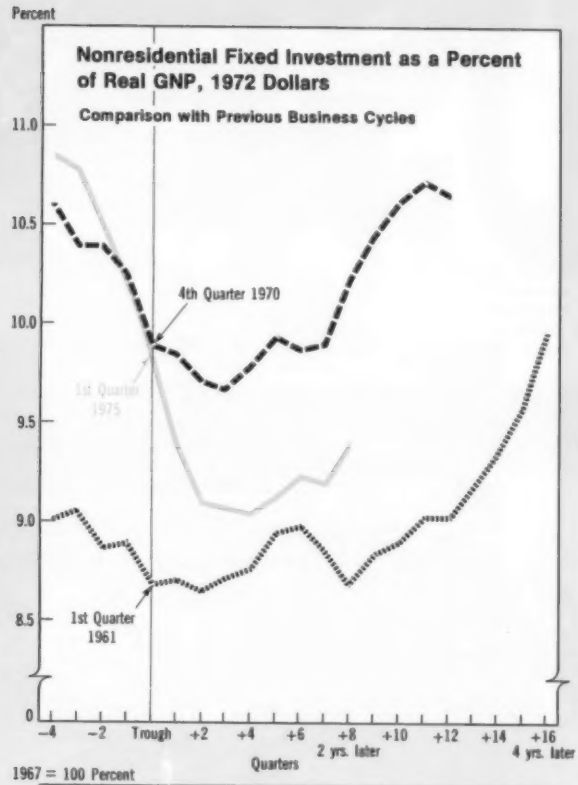
During April and May of this year the index of industrial production for business equipment rose above the first quarter average at an annual rate of 14 percent, the fastest increase of any such period during this recovery (Chart 4). This is another indication that actual capital spending in the second quarter could exceed the anticipated level.

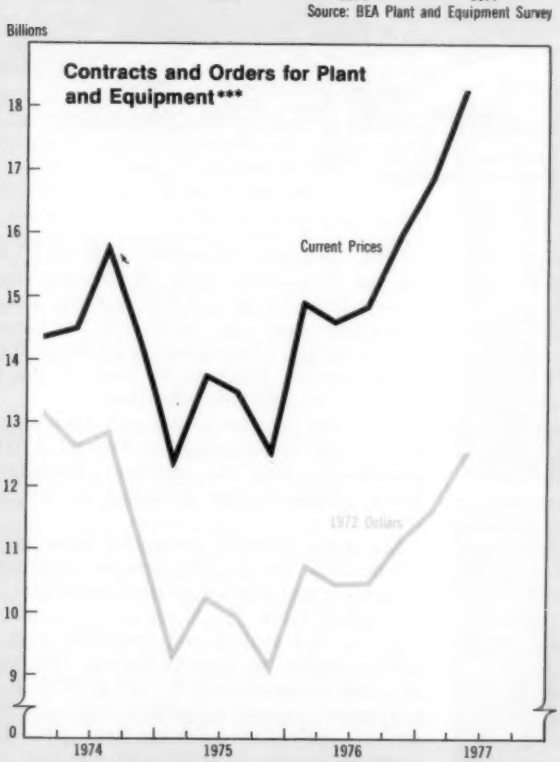
Contracts and orders for plant and equipment in nondefense industries are a precursor of capital spending in the next two quarters. Chart 3 shows the sharp growth that has occurred in this series since the fourth quarter of 1976. April nondefense orders were 9.3 percent higher than in March, and were at a record level of $18 billion; contracts and orders combined, adjusted for price changes, approached for the first time their previous high of July 1974. Preliminary data for May show orders dropping from the high April level, but remaining well above other recent months.

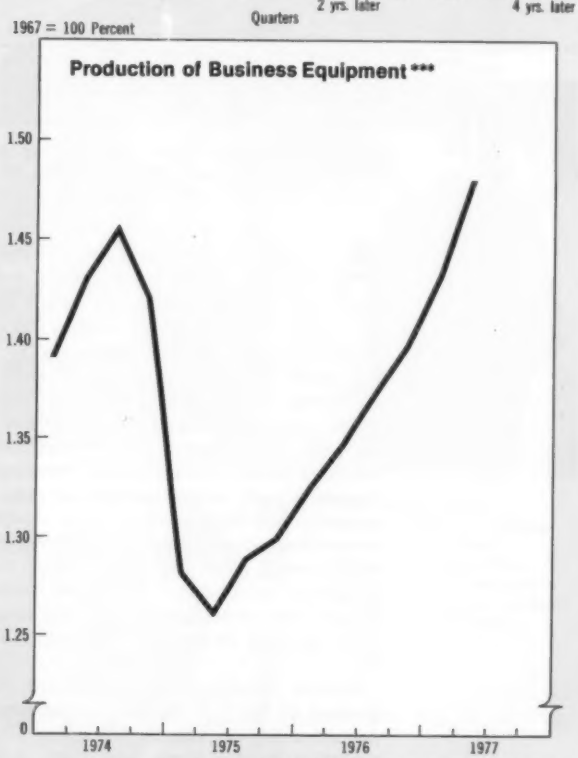
In summary, the experience of past business recoveries as well as most of the data available at this time suggest that actual plant and equipment spending in this quarter and for the remainder of the year could exceed the amounts anticipated in the recent survey. Such a faster pace of investment would be a welcome contribution not only to strong economic growth in the near-term but, even more importantly, to an adequate base for future non-inflationary growth and productivity gains.



Source: BEA Plant and Equipment Survey







Source: Index of Industrial Production, Federal Reserve Board

* Seasonally adjusted annual rate
** Actual spending adjusted by GNP deflator for nonresidential fixed investment
*** Average monthly values for quarter: IIQ77 is latest data available

USA Manufacturers Score Again at Paris Air Show

AERIAL VIEW—The 32nd, and largest yet, biennial Paris Air Show had 630 international exhibitors from 21 countries displaying 233 aircraft. U.S. pavilion is at left.

American manufacturers exhibiting in the U.S. pavilion at this year's Paris Air Show doubled their earlier record for off-the-floor sales as the total reached $5.65 million by show's end. Twelve-month sales are projected to reach more than $100 million additional as a result of vigorous marketing efforts during the show, officials said.

The just-concluded Paris event was marked not by a sense of international competition as in 1975, but by a sense of international cooperation as more American and foreign companies join together in consortia and multinational joint ventures. In fact, competition during this year's biennial event centered around American aircraft with such new cargo planes as Boeing's YC-14, McDonnell Douglas' YC-15 and such fighters as McDonnell Douglas' F-15, General Dynamics' F-16, and Northrop's YF-18.

French President Valery Giscard d'Estaing was greeted at the U.S. pavilion by Secretary of Transportation Brock Adams, President Carter's representative to the Paris Air Show, Assistant Commerce Secretary Frank A. Weil, U.S. Charge d'Affaires to France Samuel R. Gammon, and Mrs. Charles Lindbergh.

"The Continuous Conquest: 1927-1977," celebrating the 50th anniversary of Charles Lindbergh's trans-Atlantic flight and the progress in aerospace technology since that time, was the focus of the U.S. exhibition. The full-scale model of the "Spirit of St. Louis," displayed in front of the pavilion, attracted considerable attention.

More U.S. exhibitors took part than ever before: 93 participants including the Federal Aviation Administration and the National Aeronautics and Space Administration exhibited in the technical area.

Six major product categories were included in the pavilion. As in 1975, airborne communications, navigation and instrumentation equipment recorded the highest sales. The 30 companies in this category recorded $4.4 million and projected sales of $53.2 million during the next 12 months. The next highest sales were recorded by the 18 firms in aircraft and airport support equipment (including air traffic control equipment). Off-the-floor sales for these products totaled $350,000 and one-year projected sales were estimated at $27.8 million.

The eight manufacturers of aircraft engines and engine parts reported $500,000 in sales during the

OPENING DAY—French President Valery Giscard D'Estaing, arriving at U.S. pavilion, is greeted by Mrs. Charles Lindbergh and other officials.

BUSINESS ACTIVITY—About 7,000 trade visitors registered at the U.S. pavilion during the ten-day event.

FOR POTENTIAL CUSTOMERS — Representative of Dynell Electronics describes operations of company's Omega navigation system to group of visitors.

U.S. EXHIBITORS—Aviatech reported 50 sales leads as a result of its participation in the show.

show and predict $6.27 million in 12-month sales. The six aerospace metals and materials firms reported $15,000 in immediate sales and $900,000 in projected sales during the coming year. The 16 manufacturers of airframes and airframe parts accounted for sales of $118,700 and projected $5.5 million worth during the next 12 months.

The special services category included research and development firms, consulting organizations, publishers of technical journals and manufacturers of flight simulators. These 12 firms reported $241,695 in sales during the show and 12-month projections of $7.9 million.

The 55 exhibitors new to the French market developed 2,270 sales leads. During the show, 47 agent/distributor agreements were signed, as well as one joint venture and two licensing agreements. An additional 197 agreements are expected to be signed during the coming year.

Exhibitors were impressed with the high quality of business contacts that were generated as a result of the market promotion efforts undertaken by the Commerce Department. Charles Feltham, Assistant Vice President for Dynell Electronics Corp., commented that the company "saved tremendous time and money (in) making contacts" through its participation. Dynell, a new-to-market exhibitor, met "many new customers," penetrated seven new country markets and developed 50 sales leads during the show. John Wolfe, Senior Vice President of the Optical Systems Division of Itek Corp., another new to market exhibitor, reported, "We have established several new and meaningful relationships which we feel will lead to substantial business opportunities in the next 12 to 18 months".

Many exhibitors stated that the results surpassed their anticipations. Benny Jay, Director of Marketing for Tracor, Inc. (a new-to-market exhibitor), explained: "We introduced our new Omega Navigation System and accomplished $0.5 million in purchase orders. These sales far exceeded our expectations for actual sales at the Paris Air Show and greatly encouraged our international sales activity."

One participant summed up the majority of exhibitors' reactions: "Paris Air Show appears as a must in worldwide marketing." With the U.S. aerospace industry expected to achieve $8.4 billion in export sales during 1977 (a figure that represents 45 percent of production), the event is undoubtedly a valuable marketing opportunity.

Attendance figures for the U.S. pavilion substantiate the commercial importance of the Paris Air Show. Registered business visitors to the technical area totaled 6,994. Among business visitors to the U.S. pavilion, 2,596 were from France, 620 from Great Britain, 496 from West Germany, 267 from Italy, 163 from Belgium, 158 from Sweden, 147 from Switzerland, 146 from the Netherlands. Business visitors from Eastern Europe, the Soviet Union, Africa, South America, the Middle East and even the Far East were registered.

HOW A MAJOR RETAILER APPROACHES METRIC CONVERSION

This article is excerpted from an address on "Metric Conversion and the Consumer" made to the American Metric Council meeting in Chicago by A. Dean Swift, president, Sears, Roebuck.

It will be in the aisles of this nation's stores and the offices of this nation's businesses where metric conversion will succeed or fail.

To me, that represents important opportunities and enormous responsibilities. The conversion could go very smoothly, to the benefit of business, industry, and the consumer. Or, as happened in other countries, it could serve to widen further the gap between the business community and the public and lead to distrust and skepticism.

Some observers of the American scene are predicting that adult reaction to conversion will be at best skeptical, at worst hysterical. Some consumers are dreading the day when meat will be sold by the kilogram, gas by the liter, fabric and perhaps clothing by the centimeter.

But to my way of thinking, we no longer have any choice in the matter. With markets and sources of supply in other countries, we are being required by foreign laws to make the conversion already. It is not a question of if, but when. Today, the United States stands almost alone in a metric world. As residents of the world, it is in our best interest to make the change. The longer we delay, the heavier the price future Americans—our children and grandchildren—will have to pay.

The British started conversion in 1966 and it has taken more than a decade. It should not take us that long. We have the great advantage of knowing the pitfalls other nations encountered and the benefit of hindsight in planning for our future. I believe that we can make our transition period extremely smooth if we all do our part.

At Sears we are very concerned about the subject. Decisions made in the consumer products area will have the greatest impact of any on the general public's reaction to metrication.

Confusion and inconvenience must be kept to a minimum. Expenses must be minimized by having a plan to follow. None of us can afford to wait until the last minute to make the change.

Our buyers are all keeping their ears to the ground since, as a retailer, it is our job to predict change as well as to prepare for it. If Sears is to implement a new system of measurement, we must have a plan. We will do it carefully, in stages, and with the least expense, confusion, and aggravation.

The English transition to metric holds many lessons for us. When the carpet industry there went metric in 1975, sales dropped by more than one-third. To the average customer, labels giving measurements in square meters instead of square yards looked like a 20 percent price increase.

One British carpet salesman tells how a customer backed off from buying a length of carpet after her shopping companion told her to wait until the industry went metric. She would need a lot less carpet then!

That experience tells us a lot. Retailers can't really go metric as long as their customers can't think in metric terms. Consumers need an understanding of the system so they won't think metric means you need more or less of what you normally buy, that you'll need to buy your dresses bigger, that you'll have to rewire your home, that your cakes will fall, and that you'll never understand the weather or the speed limit.

Most of all, customers must realize that metrication is not another excuse for prices to go up. It will hurt our economy generally if customers don't have the confidence to spend, if they feel vulnerable to deceit in packaging, and if they find shopping confusing and inconvenient.

In England, where consumers were not taken into account, there was great resistance to change. They must be involved from start to finish and educated and informed all along the way. Retailers cannot simply offer metric products to their customers. Sears offers metric lines of merchandise in some departments and, except for tools, they are not among our best-selling items.

Our responsibility goes beyond making them available. We have the responsibility to make certain our customers know how to shop for them and how to use them. We must also recognize that without adequate preparation for the change, the American consumer will put up a fight. We must make the learning process as easy as possible.

Some consumers already have been regularly purchasing products in metrics without any pain at all. Ask any skier the length of their skis. It

will undoubtedly be in centimeters. They would be hard pressed to tell you their English equivalents. Ask any photo bug the size of a camera lens. It will be in millimeters. Prescription drugs, film and tools for imported cars have always been metric. Our hardware department has carried a successful line of Craftsman metric tools for more than 15 years. It's all what you're used to, as they say.

As retailers, we see the coming of the metric system for the corporate community as a challenge and a responsibility, but also as an opportunity to reconsider every measurement-related aspect of our business. Are there opportunities to reduce our repair parts inventories through standardization? Is there a better way to size women's and children's clothing and cut down on returns of catalog-ordered fashion merchandise?

We think the answer to these questions is yes. What does it mean when a woman wears a size 12 dress? Twelve what? It is an arbitrary number that really refers to nothing and is based on body research measurements conducted much too long ago. Conversion to metric would give us a clean slate for clothing size that would allow us to size merchandise by girth and height and be assured that our merchandise, particularly that ordered through the catalog, fits.

In this area, conversion to metric is really a consumer movement. It's expensive to have merchandise returned because it doesn't fit and those costs are passed on to the consumer. With more realistic size measurements, we can do a better job of serving our customers.

The metric transition in the retailing business present an opportunity for simplifying and standardizing measurements in a number of areas, but could also result in confusion, chaos and fraud. There are always those who will take advantage of consumers not used to rugs and fabrics in meters, or automobiles with engines measured by the liter. It's impossible to make a good buying decision, much less understand the best value, unless they completely understand the system.

To inform our customers, we will gear every part of our organization, from selling practices to store signing, toward giving customers a good working knowledge of the system so they can buy merchandise intelligently and confidently. It is in *our* best interest that our customers are satisfied. We will not confuse them. We exist to serve them.

Our top priority must and will continue to be education of our customers and our employees. This is the first step in laying the foundation of an orderly and manageable conversion.

We are setting about the task of gaining a good working knowledge of the metric system. This spring we are training our buyers, headquarters people, and selling personnel in the system.

We have already met with the leaders of other industries to study their impact on the implementation of the system. We've met with the auto makers and others so that our auto service centers could be prepared to deal with new products and parts that are designed in metric. We will continue these industry-by-industry meetings to keep our company in tune with the conversions taking place elsewhere.

Our educational approaches will be realistic. We reject dual labeling of our products except in cases where it's absolutely necessary. It adds to the confusion and serves little educational function. When the customary description is provided the unfamiliar metric equivalent is simply ignored. Since the approach to soft conversion is to convert the rounded sizes into exact metric equivalents in decimal places, the metric equivalents seem even more confusing and formidable.

For a while, we will put up with dual inventories in many of our merchandise lines, but we will come up with coordinated plans and programs that will not drag on. An unruly lengthy program of conversion is in no one's best interests. When the dual inventories cost retailers money, they will cost customers money.

We would be disappointed if our suppliers did not recognize the need and the opportunity for conversion in the design and packaging of their products, so that by the middle of the next decade Sears' new products and operations will be completely metric. We think this is a very realistic goal.

One of the highest priorities we see is the need for international metric standards. When it comes to hard conversion, going metric is decidedly risky for companies until there is acceptance of international standards for all their products. In many segments of industry, the design of metric products is still awaiting the emergence of those standards. Interchangeability, serviceability, and, in some cases, safety depend on those standards.

For these reasons, standards developers like the American National Standards Institute and others need and deserve the wide support of industry to do their jobs. Voluntary standards organizations also provide for representation from small business, industry and trade groups, labor, government, and consumers.

Small businesses—the cornerstone of Sears' supply operation—must play an important role in standards formation. Trade associations also have an indispensable role, providing the necessary leadership in gathering resources and planning programs that will aid and support the direct efforts of retailers.

One hope prevails in our thoughts: that the conversion to metric measurement remains a voluntary one. Government should be part of the solution, not part of the problem. It should not force conversion, but facilitate it. It should provide the needed coordination, direction, synchronization, uniformity, and facilities for education.

The government should implement strong state level programs, including weights and measures coordination and educational programs from kindergarten through college.

It would be costly and inefficient to move by mandated timetables. We must modify and replace inventories as it becomes necessary. This is the only way to avoid extremely high costs and the confusion that would result from a crash program.

We will not change to metric for change's sake. We will convert for sound economic reasons. Our change will not leave our customers behind, but we ourselves will not lag behind.

Metric conversion cannot happen overnight. There will be expenses and there will be problems. But problems won't mean crisis if plans are developed well in advance.

We are working on a plan and we urge other industries to do the same.

. . . we must have a plan. . . we will do it carefully, in stages, and with the least expense, confusion, and aggravation possible.

ENERGY:

Keeping Our Priorities Straight

Secretary of Commerce Juanita M. Kreps discussed her view of the energy situation at a recent meeting of the Society of American Business and Economic Writers in New York. This article is excerpted from her remarks.

Commerce recently made a historical projection out to the year 2000 to see what the energy picture would look like. By then, unless something were done to avert it, of the 65.4 million barrels of oil equivalent we would be consuming each day, 45 million of them would have to be imported. Gas imports would be three times the nation's domestic coal production. Our oil imports would be nine times domestic oil production. It was a very grim picture.

. . . there is something to the assertion that we face an energy crisis . . . the President's assessment of its probable dimensions if we continue as we are cannot be far off the mark.

Now I don't suggest that straightline projections are the best way to forecast the future, or that the American people would ever allow things to get that bad. But I do suggest that there is something to this assertion that we face an energy crisis, and that the President's assessment of its probable dimensions if we continue as we are cannot be far off the mark.

Beyond the broad dimensions of the problem, we must concern ourselves with the alternative proposals through which we can avert the developing crisis. Here, a range of possibilities occur to each of us, some suggestions leaning more to conserving and others to stimulating the supply; some more concerned with equity and some more with inflationary impact; some more with free markets and others with government controls.

It is important for us to consider the tradeoffs in each instance and to recognize at the outset that there are disadvantages in any restrictive policy we adopt. The only thing we can do is try and find the least painful set of rules.

There is, for example, an intense interest in the incremental effect of the President's program on various economic indices. Will the program cause an increase in the rate of inflation, or greater unemployment, or a decline in general economic activity? I am not sure we know with any precision what the impact will be in each case.

But what troubles me is the tendency to put the question in an inappropriate frame of reference. I hear that prices may go up or unemployment may go up, but nobody seems to think it important to say "up" compared to what. Implied in most speculation is an assumption that the appropriate point of departure for assessing the impact is the price and employment situation that exists today, which implies that if we do nothing things will grow no worse.

But this comparison is meaningless. If we could maintain the situation as it exists today we wouldn't need an energy program on this scale. But of course we cannot do so. Every forecast I know of suggests in the most compelling terms that without decisive action our energy situation is going to deteriorate very seriously and quite rapidly. If we allowed that to happen you would see inflation, unemployment and standard of living reductions on a Weimar scale.

So it makes no sense to discuss the various economic impacts of the President's program unless we do so within the proper perspective. It raises false hopes by implicitly suggesting that somewhere there exists a painless alternative.

There is also a tendency to dwell on the rising oil company profits that will result from the President's program. The public perception that somebody is going to make some money out of this energy problem is probably justified, and to most people that thought is just unbearable. People don't like to feel that others are profiting from their deprivation. And none of us ought to tolerate manipulation of the market when the end result is an uncompetitive rate of return. Still, I'm not at all sure it will serve us well to let this apprehension become the controlling consideration where policy formation is concerned.

Distributional equity is as important in this case as in others. But we must not become so preoccupied with ensuring that a small portion of the population does not benefit from scarcity that we lose sight of the more important goal, which is to find ways to avoid the scarcity. It will not help to adopt the sort of dog-in-the-manger attitude which says having less is preferable to having more, if having more means living with the knowledge that somebody else has even more.

I sense in what I hear now some of this sort of thinking with respect to oil company profits. There is a tendency to fix on prices and profits in a way that suggests we believe that the ultimate test of a program turns on whether someone stands to gain more than someone else. We don't seem particularly agitated that all of us will be

paying more for energy. What renders us apoplectic is the prospect that our paying more may confer on someone else a "windfall."

That word "windfall" carries a lot of connotative freight. It is right up there with "kickback" and "payoff" in the hall of lexical horrors. And although one cannot defend windfall profits as something to strive for, we need to recognize that windfalls occur all the time—practically every time the government takes an important regulatory action. For instance, right now, if the President's program passes, the people who make and install insulating material stand to make "windfall" profits. So do the people who make electrical meters.

We don't want to encourage windfalls, and any program should be designed to hold them to a minimum. But it would be unwise to become so concerned with the possibility that someone will receive a windfall that we lose sight of what we are trying to achieve. Allowing energy companies some profit bulge is not the worst thing that could befall us. We do want, after all, to stimulate exploration and production. And the companies do need capital for this.

In brief, we would surely agree that the public would be better served if discussions of the energy program were focused more on whether it will achieve its objective of averting a catastrophe and less on whether somebody is going to emerge a bigger winner than somebody else.

What I am suggesting is that the rhetoric of controversy be distributed across the issues we face in proportion to the social importance of those issues, so that a national problem is not transformed into an adversarial and divisive debate between people whose interests are, at bottom, the same. As a nation we stand now waist deep in a problem that is rising around us daily. Unless we keep our priorities straight we're all going to drown while we argue about the size of the other fellow's life preserver.

I have been struck by another aspect of reaction to the President's program, and that is the horrified tone with which it is observed that some of the program's tax proposals may be regressive. The President has made an effort to minimize the regressive effects of his tax proposals through rebates to those least able to pay. I believe he was right to do this. But if, after making every effort, some parts of the program retain some regressive bias, we may simply have to accept that as a necessary cost of solving the problem.

After all, the overall impact of the program is progressive for the simple reason that nothing is more regressive than the problem it is designed to alleviate. Shortages are always regressive, because the people with the least money are the first to have to go without. Cold weather is no respecter of ability to pay either. Its burden is regressive. Factory closings are regressive too.

I do not point this out with glee. I point it out because people should understand that progressivity is an artifact of government, not the normal state of affairs.

People should understand, too, that while progressivity is a desirable goal, it does not follow that regressivity is everywhere rejected. In fact, were there no regressivity in the pricing system—if everyone paid according to ability to pay for everything he or she bought—the profit incentive would disappear entirely. Why would people strive to raise their incomes if they knew that the prices they had to pay would rise commensurately?

Finally, let me say a word about assertions that the President is asking us to sacrifice—to meet this crisis by reducing our standard of living. Whatever sacrifices in standard of living we may be required to make in order to meet the goals outlined in the President's program will be insignificant alongside the sacrifices which would ultimately be forced on us if we had no program.

Moreover, I wonder how much our standard of living is actually going to be affected. Some of you already drive small, energy-efficient cars. Do you feel your standard of living inferior to those of your neighbors who drive big cars? Some of you must have well-insulated houses. Are your standards of living inferior to the standards of living of those who don't?

The major portion of the reduction in energy usage which the President's program projects is not going to be achieved by eliminating things precious to us. It is going to be achieved by eliminating waste. And nobody's standard of living was ever improved by waste.

My purpose is to plead for perspective. The program which the President has submitted to the Congress to cope with this nation's energy problem is a complex piece of legislation. It affects literally every person and interest in this country. And, it seems to me that, because it does, it is vulnerable in a unique way. Most people from whom I have heard seem pleased with the overall program. But most people also have problems with this or that minor detail. The danger I see is that the aggregate of those minor details will—on the principle that good news is no news—be amplified into a dissent that will obscure the underlying agreement on principles and possibly prompt Congress to take a sledge hammer to the whole structure in order to get rid of a few termites.

The President has done a bold thing. He has staked a great deal on this program. He has done it because of his sincere belief that not to do so would be a failure of responsibility and leadership.

The energy problem is not a simple problem. And this energy program may not be a perfect program. If it were, it would be the first perfect program that I know of. But it is a good program. And it is necessary. The way we respond to it will be a test of responsibility for all of us.

We have been talking about our energy problem for four years now. And while we have talked, the problem has worsened. Last winter, we had school closings and factory shutdowns. And we talked. We talked about regressivity and windfalls and we did nothing. We can go on talking, because talking is free. But the solution to our problems is not going to be free.

We have two options. They are the same we have had ever since the energy problem appeared on the horizon. One option is to deal with the problem here and now—today. The other is to deal with it tomorrow. But tomorrow we will face the same problem, only with narrowed options. Similarly, the next day, and the next. Sooner or later, we are going to have to say today is the day. For if we do not, tomorrow may not be worth waiting for.

Energy Digest

ENERGY EXTENSION SERVICE . . . The governors of the U.S. states and territories have been notified that the Energy Research and Development Administration (ERDA) will ask for proposals for participation in a two year pilot Energy Extension Service (EES). The EES will encourage energy conservation and alternative energy technologies at the state and local level by providing information and assistance on a personalized basis. The program will focus primarily on homeowners, small businesses and public institutions, and state and local governments. The EES is to be planned and operated at the state level, with overall program management and evaluation provided by ERDA. Program details are available from the Energy Extension Service, Room 5110, Energy Research and Development Administration, Washington, D.C. 20545.

BUTTONING UP . . . Federal Housing Administration (FHA) proposed specification No. 51-B would greatly increase minimum insulation standards for one and two family homes—to the point where homes with little or no insulation couldn't qualify for FHA loans. Double glazing—insulating units or storm windows—would be required on all new homes north of the 4,500 degree day line (a line running roughly from Baltimore to St. Louis to San Francisco). A number of states also are considering new building codes or other regulations calling for greater insulation in homes and other buildings. Stricter insulation standards may be expected on the local level as well.

SILVER WARMS THE HEARTH . . . The Silver Institute points out that its favorite metal is a vital part of many systems that harvest and supply solar energy. It's the most reflective material known, as well as the best conductor of heat and electricity, according to the Institute. It's also extremely durable and easy to form, and does not oxidize or deform under extreme temperatures. Indeed, a few ounces of silver are the equal of several tons of coal in warming a building in winter, cooling it in summer, and keeping the lights burning year-round, in the Institute's view.

REGIONAL CENTER . . . An energy-environment information center, which will serve as the central point for energy-related environmental data in ten Rocky Mountain States, has been opened in Denver's Public Library. The center's staff will provide information to industry, government and the general public with search-and-retrieval services, as well as person-to-person referrals to federal and regional energy experts for information and assistance.

STATE INCENTIVES . . . State government incentives to homeowners for installation of solar energy systems would significantly boost growth of the solar market and ensure the production of better and less costly equipment, a glass industry official told state legislators at a recent Washington meeting. Neill M. Barker, manager of solar systems sales for PPG Industries, told the State-Federal Assembly of the National Conference of State Legislatures, that combined federal and state programs of tax credits and exemptions would promote public confidence in the effectiveness of solar energy and encourage its use. "The object of incentives is to reduce the high initial cost of solar energy systems to homeowners and builders, and to provide evidence that state and federal governments believe in the use of renewable energy sources," he said. Exemptions from state sales taxes and real and personal property tax assessments also would spur the growth of the solar energy industry and benefit the economy of the states by encouraging a new industry which provides new jobs, he added.

QUICK COURSE . . . College credit is available to participants in a July 11-15 energy seminar/workshop at Charles County Community College, LaPlata, Md. The program will include nationally-recognized speakers, as well as site visits to a nuclear power plant, a liquid natural gas terminal, a fossil fuel power plant and an oil offloading facility. Contact the college at Box 910, Mitchell Rd., LaPlata, Md., 20646. Registration fee is $90.

SAVE WHILE YOU SLEEP . . . A new ERDA pamphlet describes the advantages of automatic temperature control devices, which turn down heating or cooling sources at bedtime and resets the thermostat before you awaken. "They cost less than $40 and do not require professional installation. They save fuel and money year-round," an ERDA official said. Single free copies of the pamphlet are available from ERDA's Technical Information Center, P.O. Box 62, Oak Ridge, Tenn. 37830.

Voluntary Efforts Seen Key To Liability Claims

ADVISORY COMMITTEE MEETING HEARS 10 STATES HAVE ESTABLISHED LOCAL COMPLAINT GROUPS

Voluntary efforts are being made to deal with the knotty product liability problem, the Commerce Department's Advisory Committee on Product Liability was told at last week's meeting at the Department.

Judge Ned Price, senior member of the State Board of Insurance, Austin, Texas, and chairman of the Advisory Committee, reported that 10 states have set up voluntary committees to handle complaints relating to product liability.

A committee in Texas, he explained, has been successful thus far in dealing with a limited number of complaints concerning product liability insurance. The state committees, he said, receive complaints from firms that have difficulty in obtaining product liability insurance and attempt to solve the problem.

Price determines availability

The point was made that the question is not availability of insurance as such, but availability at a price that business firms can afford to pay, and that in effect insurance is unavailable if the price is so high that the company cannot afford it.

Judge Price said the effort to deal with the problem through voluntary action would be given a try, and that if it didn't work legislation would be sought.

At the recent meeting, called by Under Secretary of Commerce Sidney Harman, the Advisory Committee was given a status report on the work of the Interagency Task Force on Product Liability by Professor Victor E. Schwartz, chairman of the Working Task Force. The final report of the Task Force is expected to be available in early August.

The Advisory Committee discussed in detail nine questions dealing with product liability. The first was:

- In the light of the three independent contractor reports, and other material that has come to your attention, has your view about the need for federal legislative action in the field of product liability changed? What is your current view?

Some of those present reiterated previously expressed views that, despite state laws in the areas of product liability, federal legislation relating to certain aspects of the problem should be adopted.

The group discussed some of the aspects of the contractor reports. One report dealt with the viewpoint of the insurance industry, another the legal problems, and the third the problems of business in obtaining product liability insurance at an acceptable cost.

Other questions discussed included:

- Which, if any, findings in the industry report seem substantially out of line with your business experience? Do you have any data indicating that your experience in this area is shared by many others in your field?
- The insurance report has been criticized as being less than objective about the insurance industry. Have you found that statements in the report relating to the rating and underwriting of product liability insurance are not accurate? What if anything is missing in that report?
- The insurance report indicates that none of the proposed changes in tort law, such as shortening the statute of limitations, would have an immediate, direct effect on insurance premiums. To the best of your knowledge, has this situation changed?
- In its discussion of specific legal remedies, where did our legal contractor overlook any significant legal or factual considerations?
- Would small businesses having less than $2.5 million a year in sales be able to benefit from legislation that has been introduced permitting firms to obtain a federal income tax deduction in certain situations when they created a reserve for potential product liability claims.
- The legal report has suggested that self-insurance programs or captive insurance mechanisms might be helpful to manufacturers because they may be more concerned about winning lawsuits than insurers were. In your experience, is that true?
- Has your experience with premiums, claims, and the cost of claims over the last six months indicated that the product liability situation has eased, stabilized, or grown worse? Can you provide details?
- What additional studies should the Federal Government undertake in product liability or related tort insurance areas.
- Do you believe it necessary for the Federal Government to expend money to gather additional data about product liability problems? If so, what data should be collected, and how could this be done expeditiously at a moderate cost?

The Advisory Committee was formed in September 1976 to advise the Under Secretary on public policy measures that could be taken to deal with the problems caused by an increasing volume of product liability claims resulting in sharply increased insurance premiums. The committee consists of 26 members representing manufacturers, wholesalers, retailers, the insurance industry, insurance regulators, the legal profession, labor and consumers.

Engineers Helped To Go Metric By New Book

Engineers, students and others concerned with the conversion to metric may be interested in a new manual from Combustion Engineering, Inc.: *SI Metric Practice Guide*. It was compiled to assist in converting units of measure from customary to SI (Systeme International d'Unites) metric system and vice versa.

The Guide is in agreement with the established practices of major U.S. standards organizations and technical societies. Units and quantities dealing with a specific subject are grouped together, for quick access.

Inquiries should be addressed to Combustion Publishing Company, 277 Park Ave., New York 10017.

CONFEREES SEEK TO CLEAR UP ASBESTOS PUZZLE

Just what is the future of asbestos in U.S. industry?

Leading scientific, medical, and government authorities from the United States and abroad will meet at Commerce's National Bureau of Standards (NBS) in Gaithersburg, Md., July 18-20 to discuss current problems with defining and measuring asbestos, a common industrial material that is linked to cancer and other diseases in workers exposed to it.

The *Workshop on Asbestos: Definitions and Measurement Methods* is cosponsored by NBS and the Occupational Safety and Health Administration (OSHA) of the U.S. Department of Labor.

Asbestos is the general name used to describe a variety of hydrated silicate materials which characteristically exist as fibers. Because asbestos, in its various forms, resists heat and acids, is non-combustible, and can be woven into fabrics, it has become a valuable industrial material with more than 3,000 commercial applications.

Concern over asbestos arises from studies which indicate an abnormally high incidence of various cancers and other diseases among people working with asbestos. A number of federal regulations limit public and worker exposure to asbestos. They are based on sampling and measurement methods for asbestos, and depend on how "asbestos" is defined. However, questions have been raised about the current definition and usefullness of some measurement methods.

Focus on further needs

The workshop is intended to focus on these questions and determine where further work needs to be done. It will consist of a series of technical presentations by 30 experts in four major areas: mineralogical nomenclature, the relationship between the chemical and physical properties of fibers and health effects, regulatory aspects, and analytical techniques.

Anyone interested in attending should contact Ronald B. Johnson, Materials Building B348, National Bureau of Standards, Washington, D.C. 20234 or call 301-921-2835. A registration fee of $65 is being charged.

Fire Disaster Points Up Need For Sprinkler Systems

The disastrous Kentucky night club fire which claimed 160 lives May 28 points up the need for all public occupancy buildings to have fire protection sprinkler systems, according to the head of Commerce's National Fire Prevention and Control Administration (NFPCA).

The Beverly Hills Supper Club in Southgate, Ky., was not equipped with a sprinkler system.

NFPCA chief Howard D. Tipton said that to the agency's knowledge there has been minimum loss of life due to fire in public buildings equipped with operating sprinkler systems. He feels that many states should take this fire as a warning to require sprinkler retrofit of public occupancy buildings as soon as possible.

"It's unfortunate," he continued, "that we have to have a disaster to get people to act."

Tipton added that while fires such as the one in the Kentucky supper club cause a shock wave through the nation and something must be done about them, the great fire problem in the United States is still the loss of lives and the injuries caused by residential fires. People, dying one by one in their own homes, comprise the largest loss of life from fire in the nation.

Seven More States Tie Into National Fire Reporting Net

Seven more states will begin reporting all their fires to the National Fire Data Center within the next year. That will make a total of 12 states which are using grants from Commerce's National Fire Prevention and Control Administration to develop statewide fire incident reporting systems.

The seven—Delaware, Iowa, Michigan, Minnesota, Rhode Island, South Dakota and West Virginia—will send statewide data tapes to the National Fire Data Center, which will use the data in producing national estimates and developing a data base for answering requests from government, industry, and the public.

In turn, the Data Center will feed national summaries and statistics back to the states for their use in evaluating and improving their fire protection programs.

The new states join Maryland, Missouri, New York, Ohio and Oregon, which received similar grants last year.

In addition, Alaska is developing a statewide fire data system with technical assistance from the National Fire Data Center.

California is submitting data to the Center through its California Fire Incident Reporting System, which is compatible with the national system.

Letters have been mailed to all states not currently in the program inviting them to submit applications for grants to be awarded in the next phase of the program.

Smoke Detectors Needed On Every Floor, Especially If Air Conditioner Is On

For maximum fire protection, there should be at least one smoke detector for each level of the home, say researchers at Commerce's National Bureau of Standards.

The recommendation reflects results of a series of tests simulating fire conditions in residences. Researchers set smoldering and flaming fires in various rooms, using upholstered furniture and mattresses as fire sources.

The results indicate one detector may be inadequate to provide sufficient early warning for occupants in a multi-level house, particularly when the residence is equipped with air conditioning. When an air conditioning system was in operation during the fire tests, it was difficult for smoke originating on one level to pass through moving cold air to rise to a second level.

The tests also showed that fires originating in bedrooms behind closed doors developed untenable conditions before a detector in the hallway outside the door issued a warning. Therefore, NBS suggests an additional smoke detector be installed in the bedroom if persons using it are incapacitated, are smokers, or have heat-producing appliances or other ignition sources in the room.

NBS suggests that heat detectors may be a useful addition to smoke detectors particularly in such places as kitchens, attics, other closed-off spaces and attached garages when a total protection system is desired. However, NBS does not recommend the use of heat detectors alone for residential use. In the field tests, heat detectors either failed to respond to a majority of fires or, when they did, took much longer than smoke detectors to sound the alarm.

Still must plan

NBS reminds homeowners that the best fire detection equipment can only reveal that there is a fire, and that all fire alarms should be used in conjunction with a family escape plan. A smoke detector in working condition will give at least three minutes to evacuate a house. Fire drills should be held and each person should be aware of all escape routes, including bedroom windows. Do not try to fight the fire yourself; choose a meeting place outside so you'll know everyone has escaped, and don't stop to phone the fire department—use a neighbor's phone.

The NBS information is being used by the National Fire Prevention and Control Administration, another Commerce agency, for educational purposes within fire departments and other elements of the fire community.

MAINE'S FISH INSPECTORS JOIN COMMERCE PROGRAM; FISHING INSTITUTE SET UP

State of Maine fish inspectors will soon be working for the U.S. Commerce Department . . . sort of!

A recently signed agreement between the state and Commerce's National Oceanic and Atmospheric Administration (NOAA) permits Maine's food inspectors to be trained and cross-licensed by NOAA's National Marine Fisheries Service, so they can provide USDC inspection services for fishery plants and products. The cross-licensing approach makes inspection services more readily available to the fishing trade, and increases the amount of inspected products available to consumers.

The voluntary, fee-for-service program assists the fish industry in improving the quality and safety of its products through inspection procedures which are usually performed by federal inspectors.

In 1976, commercial fishery landings for Maine totaled 177,827,000 pounds worth $53.8 million. The state has about 246 processing and wholesale plants that employ an annual average of 3,210 persons.

Maine is the first major fish producing state on the east coast to enter the program. It joins Arkansas, Tennessee, and Oregon, already inspecting fish and fishery products under similar agreements.

In a related development, Commerce's Economic Development Administration has approved a $1.05 million grant to help establish a marine vocational institute and stimulate long-range growth of the fishing industry in Maine's Washington County.

The project involves renovation and conversion of a dock and building complex at Eastport into facilities to serve as the Washington County Vocational Technical Institute Marine Trades Education Center. The center will conduct courses in fish-harvesting, boat-building, marine maintenance and related skills.

The center will place emphasis on training programs for the unemployed and underemployed in order to supply skilled workers for the area's fishing industry. Local officials expect the entry of these skilled workers into fishing and related trades to strengthen the entire northern Maine economy.

'Exporting' U.S. Fish Catch While At Sea Studied

U.S. fishermen may become "instant exporters" if a series of meetings reveals support for the practice of American vessels selling their catches to foreign processing ships within the 200-mile fishery conservation zone.

INSTANT EXPORTERS?—*U.S. fishermen may be able to sell their catches to foreign processing ships if upcoming meetings don't determine the action is damaging.*

Commerce's National Marine Fisheries Service has scheduled the meetings to test the reaction of interested parties to the practice, which it feels could cause overfishing by U.S. boats and disrupt the management system provided for by the law establishing the 200-mile zone.

NMFS has received several requests to use foreign vessels to process fish caught by U.S. fishermen. Some of those vessels are owned by joint U.S./foreign interests and hold permits to operate in the U.S. fishery conservation zone.

At present, foreign processing vessels with permits to operate within the zone are not restricted as to whose fish they may process as long as they comply with the provisions of their permits.

"Under the Fishery Conservation and Management Act of 1976, we must first protect the resource, then make sure U.S. fishermen and the U.S. fishing industry have the first chance at using the resource, and only then make any surplus available to foreign fishermen," said Robert W. Schoning, director of the National Marine Fisheries Service.

"We need nationwide input into this important policy decision to be sure that we do not take any premature action which may have to be reversed, and in the process hurt the resource and the U.S. fishing industry," said Schoning. "Waiting until the Regional Fishery Management Councils and others have had a chance to study the situation will not cause serious harm."

The times and places of the meetings will be announced later.

NMFS intends to publish a rule-making procedure concerning modification of permits.

Comments Invited On Fees To Be Paid By Foreign Fishermen

A schedule of fees to be paid by foreign vessels and foreign nations fishing within 200 nautical miles of the U.S. coasts has been proposed for 1978 by Commerce's National Oceanic and Atmospheric Administration.

Such fees are required by the Fishery Conservation and Management Act of 1976.

The only change from the 1977 schedule is the use of updated fish prices as the basis for calculating the poundage fee proposed for 1978. In most cases, the proposed poundage fees would be computed on the basis of 1976 average ex-vessel prices contained in *Fisheries of the United States.*

More than $10 million has been paid this year to the U.S. General Treasury by foreign nations for fishing within the 200-mile limit off U.S. coasts.

The proposed schedule provides that each foreign fishing vessel be charged permit fees of $1 per gross registered ton; 50 cents per gross registered ton for vessels which only process fish; and $200 per vessel for support vessels which neither catch nor process fish. Moreover, each foreign nation with fishing vessels in the zone will be charged a fee of 3.5 percent of the total ex-vessel value of fish allocated to the nation.

The proposed fee schedule was published in the *Federal Register* on June 15. Written comments on the schedule may be sent to the Director, National Marine Fisheries Service, NOAA, Washington, D.C. 20235, through July 15.

MAJORITY OF U.S. HOMES ARE ALREADY INSULATED

Homeowners in the colder parts of the country have been energy-conscious since long before the present crisis.

About 75 percent of U.S. single-family homes and mobile homes or trailers are protected by attic or roof insulation, 57 percent have storm windows, and 60 percent have storm doors. On a regional basis, the North Central and Northeast regions lead the rest of the nation in these energy-conservation measures.

These figures are contained in a report summarizing the more significant results of the 1975 Annual Housing Survey, conducted by Commerce's Bureau of the Census.

With national attention focused on energy-saving measures, the North Central States lead in attic or roof insulation with 85 percent, followed by the Northeast with 80 percent, and the South and West with about 69 percent.

The North Central and Northeast States lead in the proportion of single-family homes with storm doors and coverings such as storm windows over some or all windows. In each of these two regions, 92 percent of the homes have storm doors and 92 percent have storm windows. In the South, 40 percent have storm doors and 30 percent have storm windows. In the West about 20 percent of the homes have storm doors and 20 percent have storm windows.

Of the 72.5 million housing units occupied in 1975, 56 percent used utility gas for heating their homes, 23 percent used oil (fuel oil, kerosene, etc.), and 13 percent used electricity.

Nearly one-half of year-round housing units in 1975 had air conditioning; 20 percent had a central system while 29 percent had room units.

The 79.1 million national housing stock represented a net gain of 10.4 million units, or about 15 percent, between the 1970 Census and October 1975.

Regionally, the West and the South showed the largest percentage increases in the number of housing units since 1970 (22 and 21 percent, respectively). More than two of every five newly built, year-round housing units were located in the South; the Northeast had only one of every eight.

The report also showed that the number of households in the U.S. increased 14 percent since 1970. Black and Spanish heritage households increased by 22 percent and 37 percent respectively.

Of the 72.5 million occupied units, 47 million or about 65 percent were occupied by their owners, and about 26 million were occupied by renters. There were an estimated 869,000 owner-occupied cooperatives and condominiums, accounting for about 1 percent of the homeowner inventory.

However, another 119,000 condominiums and cooperatives were vacant and for sale, representing 21 percent of the "for sale" market of vacant year-round housing. Co-ops and condos accounted for nearly 44 percent of the housing units built since 1970 which were for sale.

The Annual Housing Survey began in 1973. Previously, detailed data were only available every ten years, from the Decennial Census of Population and Housing.

Copies of the report, *Part A, General Housing Characteristics*, Series H-150-75A, are available for $4 from the Superintendent of Documents, GPO, Washington, D.C. 20402, or from Commerce District Offices in major U.S. cities.

HOME INSULATION—*The 1975 Annual Housing Survey has found that the majority of U.S. homes have been insulated. Attic and roof insulation is most prevalent. As might be expected, the North Central and Northeast lead on a regional basis.*

When Caught In A Rip Tide, Relax And Enjoy The Ride

Don't fight it! If you're caught in a rip tide, this is the best advice you can get.

The rip current is a strong, narrow outflow of ocean water, moving away from the shore, and carrying back to sea the water brought in by waves. Often, swimmers caught in rip currents try to fight their way against them in an effort to return to shore. Such efforts may cause exhaustion and panic, which increases the possibility of drowning.

But the rip current can be easily recognized and its dangers avoided if swimmers learn them *before* going to the seashore.

A rip current is part of a generally circular pattern of water movement found off most long, gently-sloping sand beaches. It can travel at speeds up to two or three miles an hour, often changing position. The same beach may have several of these killer currents at one time and then go weeks without any at all.

Once outside the surf zone, the rip current dies rapidly, spreads out, and often forms a large, sluggish eddy called a "rip head."

The rip current breaks up the normal wave pattern running parallel to the beach, appearing as a crisscross line running perpendicular to the beach. Small choppy waves may form a band from the shore out to the surf zone, and often the rough water will cause a foam line indicating the location of the rip current. Usually, the surf is lower where a rip current passes through the breakers.

If, while swimming, you notice yourself moving faster in one direction along the shore, you should expect rip currents to be developing. If you are walking from the beach into shallow water, and feel a current pulling at your legs, you may be able to see a spot down-current where a rip is moving out to sea.

How to recognize it

The first indication that you are in a rip current is the feeling the bottom is moving fast toward shore. When the feet are no longer touching bottom you find yourself farther out to sea than expected, or moving seaward faster than other nearby swimmers.

This is the point where most swimmers start swimming their hardest toward shore, making a fatal mistake. Since the current is seldom more than 10 to 20 feet wide, swimmers should swim *parallel* to the beach, and will very soon be out of it.

An alternative is to relax and let the rip current carry you seaward through the surf zone into the rip head where it slows down. From there, you can have a leisurely swim back to the beach parallel to the rip current.

Weights & Measures Meeting Will Give Special Attention To Coffee, Meat, Lumber

Since coffee has become one of the more precious "fuels," vessels containing this treasured fluid may soon be precisely labeled as to their capacity.

New labels, listing the exact number of servings made by a coffee-maker or contained in a thermos may result from actions taken at the 62nd National Conference on Weights and Measures (NCWM), July 17-22 in Dallas.

The Conference, held under the auspices of Commerce's National Bureau of Standards, also will consider proposals such as new labels and standards for the sale of lumber, polyethylene film (plastic wrap used in kitchens), and meat.

Weights and measures enforcement officials at the state, county, and municipal levels comprise NCWM, and this annual meeting allows them to meet with representatives of business, industry, trade associations, and consumer groups to discuss matters of common interest. Model regulations developed by the Conference do not have the force of law, but often serve as a basis for drawing up laws and regulations.

This year the Conference's Committee on Laws and Regulations will recommend that labels on beverage containers state their capacity. The committee will recommend that jug coolers be labeled in liters and coffee makers and thermos bottles be labeled with how many 250 milliliter cups they contain.

Other committee recommendations will include one patterned after a City of Dallas ordinance which affects anyone who sells meat by the carcass, side, or primal cut and who cuts up or processes that meat prior to delivery. These dealers would be required to provide the purchaser with a written statement at the time of delivery giving the name and address of the seller, the date of the sale, and specific information about the weight and price of the meat before and after cutting and processing, listing all charges over and above the original sale price.

The committee's recommendations were developed during meetings at NBS, in which interested consumers, manufacturers, and trade associations took part.

U.S. CIVILIAN EMPLOYEE TOTAL DROPPED IN 1976

The total of federal employees dropped last year, but growing state and local employment made up the difference, keeping government employment in the U.S. at around 15 million.

State and local government employment rose slightly, but federal employment actually declined during the fiscal year ending last October. Commerce's Census Bureau said in a report that total employment for state and local governments was 12.2 million in October, compared to 12.1 million a year earlier. The number of federal civilian employees declined during the same period from 2.9 to 2.8 million persons.

Public civilian payrolls for the month of October totaled $13.9 billion, about $700 million more than October 1975. State and local government salaries totaled $10.4 billion, and the Federal Government salaries, $3.6 billion.

Full-time employees of state and local governments were paid an average of $1,021 for the month of October 1976—$60 a month more than October 1975, the report also shows.

Civilian federal employment reached a peak of about 3.4 million during World War II, dropped to 2 million in 1947, and rose to 2.5 million in 1951. After several years of minor change in levels, federal civilian employment moved up to nearly 3 million in 1967 and has since decreased to its present level of about 2.8 million. The number of federal civilian employees working in various states in 1976 ranged from a high of 297,844 in California to fewer than 10,000 apiece in Delaware, Idaho, Nevada, North Dakota, Vermont, and Wyoming.

State and local government employment dropped somewhat during World War II from 3.4 million in 1941 to 3.2 million in 1945. Since then, it has shown significant increases nearly every year, according to the report. Nearly one-half (five million) of the full-time state and local employment was in the field of education in October 1976.

FTC Trade Practice Rules For 41 Industries Revoked Or Revised

The Federal Trade Commission has unanimously voted the total or partial rescission or revision of trade practice rules for 41 industries.

On June 21 the Commission announced that it intends to rescind the following provisions in trade practice rules:

- Group II rules because they are merely "expressions of the trade" and are not Commission interpretation of law;
- Industry committee references because authority to establish such committees was rescinded in 1971; and
- Stereotype sections (commercial bribery, sales below cost, prohibited discrimination, and others) because acts and practices covered are not limited to particular industries.

Even particularized sections may be rescinded if they are not shown to be used in the public interest today. The Commission does not intend to rescind sections (for example, on particular product definitions, particularized misrepresentations, or misuse of specific names) where there is a showing of use in the public interest.

Interested parties are invited to submit written views on the proposal for a 60-day period. These should be addressed to William D. Dixon, Assistant Director for Rulemaking, Bureau of Consumer Protection, Federal Trade Commission, Washington, D.C. 20580.

The 41 industries are:

Industry	Year Promulgated
Jewelry	1957
Refrigeration and/or air-conditioning contracting	1956
Nursery	1958
Poultry hatching and breeding	1961
Environmental testing equipment manufacturing	1957
Metal awning	1957
Work glove	1959
Walnut wood	1931
Pleasure boat	1961
Residential aluminum siding	1962
Metallic watch band	1962
Stationers	1962
Rebuilt, reconditioned and other used automotive parts	1962
Phonograph record	1964
Fresh fruit and vegetable	1965
Rabbit	1958
Preserve manufacturing	1936
School supply and equipment	1957
Mirror	1962
Shrinkage of woven cotton yard goods	1938
Radio and television	1955
Tuna	1945
Subscription and mail order book publishing	1940
Hosiery	1960
Luggage and related products	1962
Catalog jewelry and giftware	1943
Water heater	1945
Wood cased lead pencil	1945
Articial limb	1946
Office machine marketing	1948
Optical products	1962
Relating to the sale and financing of motor vehicles	1951
Upholstery and drapery fabrics	1952
Grocery	1952
Commercial and industrial floor and vacuum machinery	1958
Hearing aid	1965
Portrait photographic	1953
Millinery	1953
Cosmetic and toilet preparations	1966
Orthopedic appliances	1954
Fire extinguishing appliance	1954

PROPERTY TAX PAYERS WERE BUFFETED LESS DURING FISCAL 1976

Property owners' tax protests seem to have gotten through to local officials throughout the country. Non-property taxes by counties, cities and townships jumped 12.1 percent during the 1976 fiscal year, while property tax collections went up only 9.8 percent.

However, property taxes remained far and away the major source of revenue for these governments, totaling $29.1 billion that year while non-property taxes took in only $12 billion.

Commerce's Bureau of the Census attributed the faster growth in non-property levies to attempts by local governments to find more revenues without raising property taxes.

Non-property taxes included $6.9 billion from sales and gross receipts taxes, $3.1 billion in income taxes and $300 million from motor vehicle levies.

Of the total tax take of $41.1 billion, municipalities took in $23.3 billion ($14.2 billion in property taxes), counties $14.1 billion ($11.6 billion in property taxes), and townships $3.7 billion ($3.4 billion in property taxes).

Figures in the Census Bureau's annual report include taxes and inter-governmental revenue of all county, municipal, and township governments collected. When combined with other data, these figures are used to calculate each qualified governmental unit's fund allotments under federal general revenue sharing.

In the fiscal year before the revenue sharing program got under way in October 1972, the state treasuries furnished these local governments with 86.1 percent of their inter-governmental revenues, and the Federal Government provided 13.9 percent.

In fiscal 1972-73, the state portion dropped abruptly to 77.6 percent and the federal portion increased to 22.4 percent, varying slightly in succeeding years. By 1975-76, the figures were 73.6 percent for the state portion and 26.4 percent federal.

The largest amount of direct federal aid to local governments came from general revenue sharing (43.7 percent) followed by housing and urban renewal (7.7 percent), and education (3.2 percent). The amounts shown for education are understated, since the survey excludes independent school districts.

Inter-governmental revenue received by local governments from state and federal sources totaled $35.9 billion in fiscal 1975-76, a $1.3 billion increase over 1974-75. This continues the long-term trend of increasing grant-in-aid and shared revenue received by local governments.

Copies of the report, *Taxes and Intergovernmental Revenue of Counties, Municipalities, and Townships: 1975-76,* GF76, No. 9 are available for 50 cents each from the Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233, or from Commerce District Offices in major U.S. cities.

Census Lists Firms Which Process Its Data

Commerce's Bureau of the Census has released extensive amounts of statistical information from the 1970 census and other censuses and surveys on computer tape. While anyone may purchase these tapes, many users find it more convenient and less expensive to use an organization which has already obtained and worked with the tapes.

Census has compiled a list of 117 organizations in 44 states which have advised the Bureau that they have tape files of its data and can perform processing services for data users.

The organizations, referred to as Summary Tape Processing Centers, are not franchised, established, or supported by Census. They vary considerably with regard to the services they offer, fees for services, clientele eligible for service, and the subject content and geographic coverage of the tape files they hold.

Processing centers offer a variety of services. Most, for example, are willing to make copies of summary tapes and prepare printouts of census data. Census also frequently receives inquiries about two less widely available services: computer mapping or graphics and address matching/geocoding, and the list notes which centers offer them.

The list is available from the Data Access and Use Staff, Data User Services Division, Room 3541, Bureau of the Census, Washington, D.C. 20233 (301-763-7368).

Manufacturing Capacity Use Picks Up, But Remains Below Pre-Recession Levels

U.S. manufacturers used 33 percent of their productive capacity in March, 2 percentage points more than last December, according to a quarterly survey conducted by Commerce's Bureau of Economic Analysis (BEA).

The March rate is eight points above the trough of 75 percent for the quarters ending in March and June 1975, but three points below the peak of 86 percent in March and June 1973. The motor vehicle, nonelectrical machinery, and petroleum industries were within two points of their 1973-74 pre-recession peaks. Industries which remain well below their previous peaks were: textiles, six points; paper, seven points; chemicals, eight points; primary metals, twelve points.

The March rise in capacity utilization reflected an 11-point advance for motor vehicles, to 106 percent; many auto plants were operating on an overtime basis in response to strong demand for large- and intermediate-sized autos and for trucks. Among other durable goods industries, primary metals and stone-clay-glass reported four-point increases to 78 and 79 percent, respectively. Both industries had reported declines last December. Aircraft increased three points, to 69 percent. Among nondurables, paper, chemicals, petroleum, and rubber reported two-point increases.

Primary-processed goods industries reported a utilization rate of 83 percent, a three-point increase from December; advanced-processed goods industries reported 84 percent, a two-point increase. Large firms (assets of $100 million and over) reported a rate of 86 percent, a three-point increase; medium- and small-sized firms reported one-point increases, to 80 percent and 77 percent, respectively.

The capacity utilization survey asks manufacturers for actual and preferred rates of capacity utilization for the last month of each quarter.

Additional information appears in the June issue of BEA's *Survey of Current Business.* The *Survey* is available from most Commerce District Offices and from the Superintendent of Documents, GPO, Washington, D.C. 20402. Annual subscription $19; single copy $1.60.

Phone Charge Per Call Vs. Per Month Debated

Consumers usually come out ahead on their telephone bills when they are charged for each local call in addition to a low monthly fee.

This is the conclusion of James H. Alleman, an economist of Commerce's Office of Telecommunications. Dr. Alleman developed a model to assess the relative merits of two ways of pricing local telephone service.

One of two methods Dr. Alleman evaluated was that of a low monthly fee with an additional charge per local call. This method represents a new approach and is being tried now in a few communities. The second method is the traditional practice whereby the telephone company levies a flat monthly fee for local service.

In performing his calculations, Dr. Alleman considered such factors as the demand and cost of local telephone service and the cost of metering use.

The economic importance of pricing methods can be seen in the fact that annual revenues from local telephone service exceed $15 billion.

Technology Bonus: A Long, Quiet Summer

A Commerce program to bring the benefits of technology into the marketplace more rapidly through the use of government procurement incentives has resulted in a $1 million contract for 10,000 power lawnmowers with noise levels as much as ten decibels lower than those currently on the market.

The award was made by the General Services Administration's Federal Supply Service in cooperation with the Experimental Technology Incentives Program (ETIP) run by Commerce's National Bureau of Standards. The award went to AMF Lawn and Garden Division of Des Moines, Iowa, for 10,000 push-type, four-cycle rotary mowers for use by federal agencies worldwide.

The incentive was a sliding point scale in the bidding process which rewarded prospective suppliers for lower noise levels. The contract calls for mowers with a noise rating of 82 decibels, whereas previous noise level estimates of commercially available mowers range from 87 to 92 decibels.

The planning and "seed money" for this procurement experiment was provided by ETIP. It is hoped that such advances will be ultimately passed on to the general public in the form of better products.

ETIP Director Jordan Lewis was particularly pleased with the lawnmower experiment because AMF expects to add this quieter lawnmower to its line of mowers for general sale.

Additionally, the experiment has provided the Environmental Protection Agency, which sets standards for noise control, with valuable experimental data showing what is possible in terms of lawnmower noise reduction.

Goal Of AMA Courses Is Effective Executives

Producing effective executives is the aim of a course offered by the American Management Associations in cities around the country, beginning this month. The course is divided into two units of one week each, taken at least two months apart. Unit I concentrates on the individual—seeing yourself as others see you. Unit II focuses on working as a member of a group.

Sessions are scheduled in Hamilton, N.Y.; Denver; Carmel, Calif.; Dallas; Chicago; St. Petersburg Beach, Fla.; and Toronto during the remainder of 1977, and in these U.S. cities plus New Orleans and Atlanta in 1978.

For further information, contact the Executive Effectiveness Course, American Management Associations, 135 West 50th St., New York 10020 (212-586-8100).

Calendar Of Business Events

July 6-8—New York—Fundamentals of Data Processing for the Non-Data Processing Executive, American Mgt. Assns. Contact: AMA, 135 W. 50th St., New York 10020 (212-586-8100).

July 7-10—Lancaster, Pa.—Annual Conference, Society of Plastics Industry Expandable Polystyrene Div., Host Corral. Contact: SPI, 355 Lexington Ave., N.Y. 10017 (212-573-9400).

July 12-13—Gaithersburg, Md. — Electromagnetic Interference Workshop, Green Auditorium, National Bureau of Standards. Contact: Bob Nelson, NBS, Boulder, Colo. (303-499-1000 ext. 3285).

July 12-15—Los Angeles—Digital Image Processing Short Courses, USC Image Processing Institute. Contact: Enrollment Sec'y Integrated Computer Systems, Inc., 4445 Overland Ave., Culver City, Calif. 90230 (213-559-9268).

July 15—King of Prussia, Pa.—Federal Procurement Conference, Holiday Inn of Valley Forge. Sponsor: U.S. Rep. Dick Schulze. Contact: Laura Broderick, c/o Rep Schulze, 223 Cannon House Office Bldg., Washington, D.C. 20515 (202-225-5761).

July 18-20—Gaithersburg, Md. — Workshop on Asbestos, Green Auditorium, National Bureau of Standards. Contact: Ronald Johnson, NBS (301-921-2835).

July 18-21 — Los Angeles — Computer Techniques in Image Pattern Recognition & Analysis, USC Image Processing Institute. Contact: Integrated Computer Systems, Inc., see address above.

July 18-29—Chicago — Gas Distribution Engineering Short Course, Institute of Gas Technology. Contact: Kathy Fisher, Industrial Education, IGT, 3424 S. State St., Chicago 60616 (312-567-3881).

July 19—Owensboro, Ky.—Metric Awareness Seminar, Texas Gas Transmission Company. Sponsors: Owensboro-Davies County Chamber of Commerce and Commerce Memphis District Office. Contact: Commerce Office.

July 19-21—Anaheim, Calif. — Western Packaging Exposition, Convention Center. Contact: Clapp & Poliak, Inc., 245 Park Ave., New York 10017.

July 24-28—Atlanta—Atlanta Gift Show, Atlanta Mart & Georgia World Congress Center. Contact: Candy Diehl, Dir. of P.R., The Atlanta Mart, 240 Peachtree St., Atlanta, Ga. 30303 (404-688-8994 or, tollfree, 800-241-1266.)

July 25-29—Alexandria, Va. — Digital Image Processing & Image Pattern Recognition Short Courses, Ramada Inn. Contact: Integrated Computer Systems, Inc., see address above.

July 29—Oriskany, N.Y.—Federal Procurement Conference, Trinkas Manor. Sponsors: U.S. Rep. Donald J. Mitchell & Emergency Business Assistance Committee. Contact: Peter Larkin, c/o Rep. Mitchell, 1527 Longworth House Office Bldg., Washington, D.C. 20515 (202-225-3665).

July 31-Aug. 3—Anaheim, Calif.—International Appraisal Conference, Disneyland Hotel. Contact: Karen Linden, Society of Real Estate Appraisers, 7 S. Dearborn, Chicago 60603 (312-346-7422).

July 31-Aug. 5—Chicago—Chicago Gift Market, McCormick Place, Expocenter & Merchandise Mart. Contact: Nancy Pratt, George Little Mgt., 261 Madison Ave., New York 10016 (212-986-8000).

July 31-Aug. 6—Boulder, Colo.—Cryogenic Engineering Conference, U. of Colorado. Contact: Dee Belsher, NBS, Boulder (303-499-1000 ext. 3981).

Monograph Assesses State Of Technology In America

A series of eight distinguished lectures delivered last year to commemorate the 75th anniversary of the founding of the National Bureau of Standards is now available to the general public as a monograph.

Science and Technology in America: An Assessment contains talks on: Quantum science and its impact on metrology, by Harvard Prof. Norman Ramsey; Materials, by Dr. William O. Baker of Bell Telephone Labs; Chemistry—A changing frontier, by Prof. Henry Eyring of the University of Utah; Applied mathematics and its future, by Prof. Garrett Birkhoff of Harvard; Computers in science and technology, by Prof. Alan Perlis of Yale; The technology of energy, by Dr. Robert C. Seamans Jr., formerly of the Energy Research and Development Administration; The future role of engineering, by Dr. Simon Ramo of TRW Inc., and A chronicle and some predictions, by Edward Teller of the Lawrence Livermore lab.

The 169-page booklet can be ordered for $2.50 from the Superintendent of Documents, GPO, Washington, D.C. 20402. Order Doc. No. C13, 10:465.

International Commerce Report

Commerce Official Calls For Export Expansion

FIVE-POINT BLUEPRINT OUTLINED TO HELP MODERATE RECORD U.S. TRADE DEFICIT EXPECTED THIS YEAR

A five-point blueprint for export expansion was set forth recently by Frank A. Weil, Assistant Secretary of Commerce for Domestic and International Business.

Weil told the business community gathered to mark the 25th anniversary of the International Visitors Center in Chicago that one of the major problems this nation faces today is our growing trade imbalance.

"The U.S. deficit of nearly $6 billion in 1976 was the second highest in U.S. history," said Weil. "This year the deficit will be much larger. Current projections for 1977 indicate that we will have a record trade deficit of more than $20 billion.

"These dramatic figures are demonstrative of complex and serious changes in the world economy. The U.S. deficit is the result of two new economic facts of life. The first is the enormous increase in the cost of foreign oil; the second is that our economy is now more closely linked to foreign economies than ever before. Though we are a major trading nation, we have not matched our competitors' techniques, skill, and success in exporting. We have an appetite for foreign goods which is growing rapidly. We must export more than in the past to pay for those imports. To do so, we as a nation must become more competitive in all aspects of international trade."

Weil pointed out that in 1971, the United States imported 25 percent of the oil it used, costing $3.3 billion. In the last five years, oil imports increased to 44 percent of the country's needs, and cost $32 billion in 1976.

"This increase in demand and the fivefold increase in the price of foreign oil have combined to profoundly impact our balance of trade. While the basic strength and ingenuity of American businessmen have gone a long way toward increasing exports to offset this oil import burden, our trade balance has deteriorated at a rapid rate. In just five months this year we have exceeded last year's entire trade deficit, and $20-25 billion seems to be the range most exports agree will be our trade deficit for 1977. Many factors are involved in this deficit, and it is essential that they be understood by all Americans. We must not be alarmist and over-react to the deficit. Nor can we afford to under-react."

The oil-importing nations as a group face a tremendous deficit with the OPEC nations, Weil explained, and the United States, as the world's largest importer of oil, cannot escape bearing a share of that deficit. Other industrial nations must do the same, he said.

"Ironically, our trade deficit also stems in part from the fact that our economy has been recovering faster than foreign economies. Our more rapidly-rising income, coupled with our propensity to import, has resulted in U.S. imports outstripping foreign purchases of U.S. goods. In 1976 the trade deficit was almost completely offset in financial terms by inflows of dividends, investment earnings, and other current account transactions. However, the indications are that our current account will be in deficit by some $10 billion in 1977."

IN PARIS—*Assistant Secretary of Commerce Frank A. Weil, with Mrs. Charles A. Lindbergh, participates in ceremony opening U.S. pavilion at recent Paris Air Show (see story, page 4).*

Noting that last year's oil deficit was largely offset by a $26 billion surplus in our non-oil trade, Weil pointed out that this year, while U.S. oil imports are up, the surplus in non-oil trade is down by $8 billion. This decline was concentrated in manufactured goods trade, where the country's surplus plunged from over $12 billion in 1976 to only $6 billion at an annual rate so far in 1977.

"I believe the trade deficit problem could get out of hand if not effectively addressed," he declared. "Some have suggested that the appropriate action is simply to let the floating dollar handle matters. I do not agree." He cited the annual report of the Bank for International Settlements, which stated that it is in no one's interest that the U.S. current account deficit "reach excessive proportions or become lasting", and that "it would be a grave mistake to believe, merely because the dollar floats, that the state and structure of the U.S. balance of payments simply do not matter."

Exchange rate adjustments are not a cure-all for trade problems, said Weil. The value of the dollar reflects the totality of international financial flows—not just trade—and adjustments under a floating exchange rate can work for or against a trade balance. The dollar devaluations in 1971-73 helped improve the competitiveness of U.S. manufactured goods until 1975, he noted. Since then, the value of the dollar has been rising strongly—largely because of U.S. intermediation of a growing volume of OPEC "petrodollars"—with an adverse effect on U.S. trade.

"Let's take a brief look at the effect. Subsequent to the devaluation, the U.S. share of world trade in manufactured goods reversed its decline of more than a decade and started growing. U.S. manufactured exports grew faster than

our competitors', and our share increased each year for three years—the only consistent gain seen by the United States in the past 20 years. During the past year and a half, however, our share of manufactured goods in world trade has been on the downward path again. Our share peaked at 21.2 percent in 1975 and dropped to 20.3 percent in 1976. That share loss is important, for it represented $4 billion of potential manufactured goods exports in 1976."

Weil drew attention to the fact that exchange rates are only part of the competitive picture for U.S. exports—trade barriers, financing, marketing, technology, barters, and other factors go into how successful we are at exporting. He also pointed out that U.S. exports are less than 7 percent of our GNP—by far the lowest proportion of GNP of any major industrialized nation. Japan's ratio, for example, is 12 percent; Germany's, 23; the United Kingdom's, 21.

In view of our rising import needs, Weil called for an increase in the share of our GNP that we export. He outlined the five elements that he sees as a blueprint for export expansion:

- **Exchange rates.** "We need to ensure that foreign exchange rate intervention does not unfairly disadvantage U.S. trade."
- **International trade policy.** "This must include strong efforts by all nations for a successful conclusion to the Multilateral Trade Negotiations, particularly in the area of non-tariff barriers—including government procurement practices, standards, and government systems of taxation and other subsidies."
- Adequate and competitive **export financing** tailored to meet the needs of U.S. exporters of all sizes. "In particular, we need a strong and vigorous Export-Import Bank."
- **Domestic policies** that affect exports —including tax policy. "I strongly believe," Weil said, "that this is not the time to eliminate the important export incentive that the Domestic International Sales Corporation (DISC) provides."
- **Export promotion and marketing assistance.** "Programs such as our trade centers, trade missions, and foreign buyers programs should be revitalized and expanded to help U.S. exporters."

Of about 300,000 manufacturing firms in this country, said Weil, about 50,000 could be exporting; however, only about 25,000 actually export now. Also, he said, latest figures show that of the seven largest industrial nations, the United States was in last place in the proportion of its governmental budget earmarked for export promotion and marketing assistance.

In his concluding remarks to the business group representing many multinational corporations in the Midwest, Weil said:

"The United States needs to do more—and needs to do it better. We have to ensure that the U.S. Government provides competitive assistance programs that are adequately funded We need your help. As we implement our blueprint for export expansion, we cannot sit in Washington and simply do what was done in the past or evaluate today's marketing needs in a vacuum. We need to know your export problems, and your thoughts as to how the U.S. Government can best be a partner in solving them."

BIGGEST YET—*Some 250 U.S. firms sent their catalogs for this year's show that focused on building supplies and construction equipment in three locations—Manila (above), Philippines; Bangkok, Thailand; and Kuala Lumpur, Malaysia.*

U.S. PRODUCT CATALOG SHOWS ABROAD HONED FOR CONTINUING IMPACT

At a table in Bombay, India, sits an electronics engineer from Bangalore, busy taking notes from a pile of catalogs that has grown higher and higher around him for the past two hours. He cocks an eye from time to time on a knot of people engaged in animated discussion across the room. Seeing a lull there he snaps his notebook shut and strides over to introduce himself to the woman around whom that conversation flows. He completes the introduction by showing her his name on an invitation from the American Consulate General in Bombay.

Essentially, this scene represents the operation of a catalog exhibition staged overseas by the Commerce Department. Products offering the best and latest in U.S. technology from dozens of firms in a specific field are made available for study in carefully scheduled hours in a comfortable environment. Any questions about the products or how to use them? Talk it over on the spot with an American expert in the field, in this case Susan Chouinard, respected editor of an American electronics production magazine. Even the fellow examiners of catalogs are interesting, because all are professional people, invited through direct invitations or through the local trade press.

"We have been staging catalog exhibitions for a dozen years, and we have learned how to get the most out of these low-cost excursions by American firms into foreign markets," declared Brad Tyrrell of the Commerce Department.

The proof is, of course, in the results for the participating companies—first in inquiries, then in orders. Larry L. Sharp of the Chronomatic Division of the Illinois Tool Works, Chicago, put his firm's literature into an electronic components catalog exhibit last fall in Amsterdam: "This is the first show of this type for us and I am very pleased with the results; we have already started shipping products to that market," he said.

Each catalog show—and there are now 25 or 30 a year—focuses on a specific industry that reflects a special market

potential. For each event, Commerce provides an industry technical representative to field inquiries on the U.S. products described in the catalogs, and to present a "one-man seminar"—usually with audio-visual aids—on the latest state-of-the-art in the U.S. industry featured. This specialist may be, for example, an industry or trade association executive, a college or university professor, a government official, or the editor of a technical journal.

Chouinard, who served as the specialist for this year's electronics production and test equipment catalog exhibition in New Delhi and Bombay, is the editor of *Circuits Manufacturing* magazine. Of the show in India, which generated more than 2,000 inquiries, she said: "Several individuals spent many hours perusing catalogs and literature at the exhibit. And many people came from great distances in the hope that they could spend a few minutes with the industry technical representative, even though they had not made an appointment. Most of the individuals interviewed presented clear and careful proposals or requests for help." Because of the widespread interest in this show, it was held also in Calcutta, Bangalore, and Madras, with Ralph Anovy, Director of Research Services for Gnostic Concepts, Inc., a San Francisco electronics design firm, as industry "rep."

Key element

Among the business visitors leafing through the literature and asking questions at these shows are importers, agents, local manufacturers interested in licensing, industrial buyers, and government representatives. Commerce has found, Tyrell notes, that the industry specialist is a key element in answering the many inquiries—called upon to explain in detail what a certain product is for, how it works, or even what item might be most suitable for a particular need. To simplify and clarify communications, the Department now provides, whenever possible, a technical representative who is bilingual.

Items within a catalog show cover the product theme "from soup to nuts," Tyrrell explains, and Commerce stresses this point in its organizing efforts. "The simple participation requirements encourage many U.S. 'industry-fringe' manufacturers and small exporters who cannot justify the major investment required for full-fledged product displays, but whose products nonetheless are basic to the needs of the industry."

One such participant was Apple Rubber Products, Inc., of Buffalo, makers of rubber molded goods for use in a variety of industries. The firm sent its literature to an instrumentation catalog show in Brussels a few weeks ago. Although too early to have concluded actual sales, company president Peter Apple is enthusiastic about the number of solid leads generated by the display. Similarly, the Arpol Petroleum Co., New York, manufacturers of specialty lubricants, antifreeze, and other fluids, has entered its applicable literature in such diverse catalog shows as agricultural equipment in Tunisia, Morocco, and Libya last February, commercial fisheries in Australia and New Zealand in April, and it expects to participate in the building and construction exhibition in Nigeria and Sudan in August.

At major trade fairs

Catalog shows at first were staged mostly in smaller developing markets. Tyrrell points to their current growing use as a centerpiece for the American display section at major recurring international trade fairs. These fairs, which have established reputations as effective keys to surrounding markets, are well attended by long-established trade visitors. He commented:

"Catalog exhibitions have been and will continue to be the key marketing approach to far-away or difficult-to-serve markets; they are now increasingly being used to provide U.S. industry 'presence' in established trade fairs, both as interim measures and in pilot marketing investigations. Results have been highly favorable."

Such an example was this year's catalog show at KARWEI 77, an annual do-it-yourself exhibition organized by the Royal Netherlands Industries Fair management in Utrecht. With 20 percent more floor space than in 1976, and with attendance far exceeding expectations, the fair was termed the most successful in its 10-year history. The U.S. catalogs helped contribute to and shared in that success as the only foreign-government-sponsored booth in the fair. All 65 participating U.S. firms received inquiries from interested Dutch agents or companies. Through participation in the event, 56 U.S. firms were introduced to the Benelux market for the first time; 14 were new to export.

Another such example had a "center stage" position at INSTRURAMA 77, a triennial fair in Brussels focusing on laboratory, scientific, process control, and medical instrumentation. Again, the catalog booth was the only government-sponsored booth at the fair, and it was the only stand displaying catalogs exclusively. Well placed in the circular entrance patio, it had about a thousand visitors. Of the 100 catalogs displayed, 97 generated specific trade inquiries. One especially popular entry, that of Curtin Matheson Scientific, produced 37 visitor requests for the catalog; several others drew about 25 requests each.

Of the seven catalog shows scheduled for the last quarter of this year, four are to be at well-known international trade fairs: Security 77, at Utrecht, the Netherlands; Medical and Hospital Equipment, Brussels; INTERELECTRONIC, Brussels; and Electronic Components, Vienna.

Catalog shows also are still being held on a "solo" basis at U.S. embassies, consulates, Trade Centers, and commercial libraries in developing markets. The largest exhibition to date was this year's three-stop display of some 250 catalogs of building supplies and construction equipment—in Manila, Bangkok, and Kuala Lumpur. Of the firms represented, 203 were new to these markets. In the Philippines alone, with a steady government building program, the catalogs were reviewed by more than 1,200 industry visitors, generating over 2,500 requests for company literature and further information.

For information on upcoming U.S. catalog shows, see the monthly "U.S. Promotions Abroad" calendar in *Commerce America,* or phone the Commerce Department's Catalog Exhibitions Section, 202-377-3793.

Multilateral Trade Negotiations

This article is another in a series of progress reports on the multilateral trade negotiations, prepared by the Commerce Department Office of International Trade Policy.

GENEVA

The **NTM Subgroup on Government Procurement** on June 14-15 continued the educational process, initiated in March, on the complex subject of government procurement. Topics discussed in greater depth in relation to a possible government procurement code included nondiscrimination, transparency of procurement procedures, surveillance, and dispute settlement.

The United States and several other major developed countries agreed to hold a series of plurilateral meetings to discuss steps to move the Subgroup into the negotiating phase of its work on government purchasing. They expect to transmit the results of such discussions to the Subgroup for its consideration. The Subgroup will meet next in late November.

The **NTM Subgroup on Quantitative Restrictions (QRs) and Import Licensing Procedures** met at the technical level

May 24-25 to review countries' suggested changes to the draft codes of conduct on *Licensing to Administer Import Procedures* and *Automatic Import Licensing.* These codes aim at the international harmonization of import licensing procedures.

The U.S. representative stressed the need to seek agreement on a single text on *Licensing to Administer Import Restrictions* along the lines suggested in the U.S. revised draft code presented at the March 1977 meeting of the technical group. The U.S. revised draft code also calls for harmonization of procedures used to implement import restrictions, and includes provisions dealing with special problems encountered by the U.S. private sector in trade with other countries.

With respect to the draft code of conduct on *Automatic Import Licensing,* the U.S. reiterated that such systems, used mainly for statistical and surveillance purposes, should be eliminated because their objectives can be accomplished by other less trade-restrictive means. The U.S. indicated, however, that it would be willing to discuss the use of automatic licensing as a surveillance mechanism for safeguard-related purposes in the **MTN Safeguards Group.** While most delegations recognized the relevance of automatic licensing to safeguard related measures, some delegations noted that the need for automatic licensing extends beyond safeguard related measures, and continued to urge that a code of conduct covering such systems be negotiated in the QR Subgroup.

INTERNATIONAL

At the May 23 meeting of the **GATT Council,** a working party was established at the request of Japan to review the international implications of the recent U.S. Customs Court decision on the Zenith countervailing duty case. The Council also discussed last fall's findings of the GATT panels on the U.S. Domestic and International Sales Corporation (DISC) program and certain tax practices of France, Belgium and the Netherlands; however, no decisions were reached.

At its June 16 session, the GATT Council formally adopted a Working Party report which warns of the potentially serious consequences of the Zenith case judgment. The case centers around the April 12 decision of the U.S. Customs Court, in an action brought by the Zenith Radio Corp., that rebates of Japan's commodity tax on consumer electronics exports are illegal subsidies within the meaning of the U.S. countervailing duty statute. Although the Treasury Department has appealed the decision to the Court of Customs and Patent Appeals, the decision of the lower court required the United States to suspend final liquidation on imports from Japan of the products in question.

If the initial court finding is upheld, Treasury conceivably could be forced to countervail all border adjustments for indirect taxes. Such an action by the United States could precipitate an international trade war because such adjustments are legal under the General Agreement on Tariffs and Trade and are in widespread use internationally.

The GATT Working Party met only once in early June before issuing its recently adopted report. The report concludes—with the United States abstaining—that the imposition of U.S. countervailing duties in the Zenith case would constitute a *prima facie* case of nullification and impairment of Japan's rights under the GATT and that the current suspension of liquidation was causing a serious adverse trade impact upon the Japanese exports in question.

In adopting the report, the Council indicated that it would keep the matter under consideration with a view toward determining appropriate action, should future developments warrant.

NORDIC AREA RESTAURANT TRENDS SIGNAL EQUIPMENT PURCHASING, FRANCHISING

Cost-conscious Scandinavian hotels and restaurants are in the midst of a "shakedown" period; and U.S. exhibitors at a recent hotel and restaurant equipment exhibition in Stockholm found the trend toward change favorable for selling their products.

In the Scandinavian countries, the small traditional units are not surviving the cost squeeze, so that conversion to minimum service concepts, or selling out to a hotel/restaurant chain, are virtually the only choices—other than closing. Investment in new kitchen, accounting, and on-premise laundering equipment is involved in each conversion.

Twenty-six U.S. participants, representing 55 companies, took part in the four-day event at the U.S. Trade Center for Scandinavia. Exhibitors said that they saw the hotel and restaurant "top people" in Sweden, as well as key leaders from Denmark, Finland, and Norway. Six exhibitors represented franchising firms, and they were particularly successful in meeting prospects who had the requisite combination of financing and business skills. They expect to franchise 20 firms —13 in Sweden, three in Finland, and two each in Denmark and Norway. Three equipment manufacturers appointed Swedish representatives during the show; seven exhibitors expect to appoint 23 agents and distributors for their product lines.

Among the products said to have the best potential were electronic accounting and cash register systems; counter-top griddles, fryers, and warmers; gas-fired broilers; pizza ovens; beverage dispensers; dishwashing systems; automatic laundry equipment; combined milkshake and soft-serve ice cream dispensers, and refrigerated vending machines. The great majority of U.S. products are price competitive, and are expected to remain so.

Direct sales during the show totaled $53,854; additional sales expected in the next 12 months, $3 million. In addition, first-year franchising fees will be only a modest beginning to the long-term remittances expected from growing chains of franchised shops and service units. Also, the franchising firms indicated that many American equipment manufacturers that did not participate in the show would benefit substantially from the purchase of franchise-specified equipment.

At show's end, contacts and negotiations were continuing for potential franchisees to handle a city, region, or country. All franchisors recognized the need to organize in this manner rather than doling out franchises one by one from a central office. They also recognized the need to permit the area franchisee some input in modifying the U.S. concept and restaurant size to smaller and lower-traffic Scandinavian conditions. One of the franchisors found that the Finnish visitors presented the ripest market.

BROILING IN STOCKHOLM—*At U.S. Trade Center exhibition of hotel and restaurant equipment, Kjell Linder (second from left), explains the operation of Ultra Heat Corp.'s electric flaming charbroiler to a Swedish customer.*

IN YUGOSLAVIA—*At recent Novi Sad International Agricultural Fair, Dorsey-McComb of Denver, Colorado, exhibits its snack-food extrusion equipment.*

Food-Processing, Packaging Equipment Sells Well At Yugoslav Agricultural Fair

Yugoslav interest in U.S. agricultural and food-processing equipment was clearly demonstrated during this year's Novi Sad International Agricultural Fair, in which the United States had a pavilion.

The impact of the exhibition was probably greatest for U.S. food-processing and packaging firms whose equipment and technology were little known to end-users in the Yugoslav food industry. Strongest interest was shown in exhibits featuring new consumer foods, processing technology, snack-making equipment, and homogenizers. The event also gave a boost to manufacturers of agricultural equipment and related products. One new-to-market and two established tractor manufacturers chalked up major sales; a fourth noted that it was close to concluding an agency agreement. Total off-the-floor sales reached $582,000 and 12-month projections, $11.7 million; 13 exhibitors either have appointed agents or are negotiating agreements.

Yugoslav agricultural policy and priorities, as specified in the "Green Plan" of 1973 and the current five-year (1976-80) plan, aim to raise production to meet domestic needs and to provide surpluses for exports. As agricultural output has suffered by the loss of farm labor to Western European industry and by the migration of rural population to urban areas, modern machinery and technology are called for.

Best sales opportunities in agricultural equipment are seen in large and sophisticated units not produced locally, such as: wheel tractors over 100 hp., large combines, plows, cultivators, and disc barrows, moldboard plows, machinery for hay production, and cattle-raising equipment. As for food processing and packaging equipment, that which helps to increase productivity and upgrade quality is most in demand. In meat processing, best opportunities exist for equipment used in the later stages of production, such as molding and pressing machines, beaters and tenderizers, cubing and dicing machines, vacuum packing and sealing machines, marking equipment, blast freezers, and quick cooling and refrigeration equipment. In dairy processing, cheese-making machinery is considered to have the best prospect.

The Novi Sad fair authorities awarded the U.S. exhibition a gold medal for its "excellence of presentation."

High-Technology Building Products, Equipment Draw Buyers At Tokyo Center Show

U.S. products that were technologically advanced or of sophisticated design attracted keen buyer interest during a recent exhibition of building products and systems, construction equipment, and architectural hardware at the U.S. Trade Center in Tokyo.

Products reported to have the best sales potential were: redwood and redwood products, curved wooden doors, combined ceiling systems, lighting, ducts, sprinklers and sound absorbers, water sealants, nailers, staplers, tackers, sheet forming systems for doors and furniture, curved hardwood partitions, door locks, automatic concrete curb and gutter paving machines, uniform concrete panel sets, plywood, laser aligning systems, and lighting systems.

Competitively, the prices of U.S. products are considered good when compared with those of Japan and third countries.

Japan's housing target for 1976-80 is 8.6 million home starts and 10,000 low-cost prefabs by 1980. Cost reduction is expected through use of standardization and labor-saving systems and equipment, thus engendering increased sales opportunities for newly developed high-technology U.S. building products and equipment in Japan. It is important that U.S. manufacturers pay greater attention to the selection of agents and distributors, to enlarge their share of this maturing market.

Floor sales and projected 12-month orders were reported at almost $9.5 million. Thirty-seven exhibitors, representing 45 U.S. firms, participated.

THE LATEST IN LIGHTING—*Jean Fondrevay of McGraw-Edison explains his company's lighting products to some of the 1,800 trade visitors registered at the recent Tokyo U.S. Trade Center building and construction equipment show.*

TARIFF CHANGES AFFECT U.S. COMPETITIVENESS IN WESTERN EUROPE MARKETS

United States exporters to Western European markets should be aware that enlargement of the European Economic Community and trade agreements of non-members with the EEC have resulted in additional tariff changes on industrial goods.

On July 1 of this year, producers and consumers located within what now amounts to a 16-nation free trade area began to enjoy duty-free treatment within the area on most industrial products, as the EEC completed its transition to an enlarged nine-country customs union and the EEC and the seven EFTA countries made their final move to an industrial free trade area. Exports from the United States to these 16 countries will, however, for the most part continue to face the same duties; the exceptions are the tariffs of the three new members of the EEC—the United Kingdom, Denmark and Ireland.

Although average tariff levels in Europe are relatively low, largely as a result of three decades of trade liberalization under the General Agreement on Tariffs and Trade (GATT), tariff changes on many price sensitive products can still be crucial in a particular transaction. The following brief description of the pattern of changes, prepared by Edward F. Mullelly of Commerce's Office of International Marketing, is intended to clarify the present situation.

External tariff changes

On July 1 of this year, the United Kingdom, Denmark and Ireland—new members of the EEC as of Jan. 1, 1973—made the fourth and final move in aligning their national tariffs on industrial goods to the EEC's Common External Tariff (CXT). The process of alignment involved a step-by-step elimination of the differences between the tariff rates of the new members and those of the CXT. If the former rate was lower, it was increased; if higher, it was reduced.

This fourth move of 20 percent (the first move of 40 percent and the second and third moves of 20 percent each were made on Jan. 1 of 1974, 1975 and 1976, respectively) means that total alignment has now been completed. For example, the base rate of 14 percent for the United Kingdom and duty-free base rates for Denmark and Ireland on computers (BTN 84.53) have now reached the EEC's CXT rate of 7 percent. This means that on July 1 the U.K. rate was reduced from 8.4 to 7 percent while the Danish and Irish rates were increased from 5.6 to 7 percent.

For a small number of products there were no rate changes because the EEC's CXT rate was already in effect. This was due, mainly, to the decision not to stage rate changes when the difference between a new member rate and the CXT was slight, i.e., when it did not exceed 15 percent of the CXT rate. In these cases the move to the CXT was made in a single step on Jan. 1, 1974. It was also decided to move the new members' rates on European Atomic Energy Community (EURATOM) items to the EEC's CXT rates in one step on Jan. 1, 1974, regardless of the difference in rates.

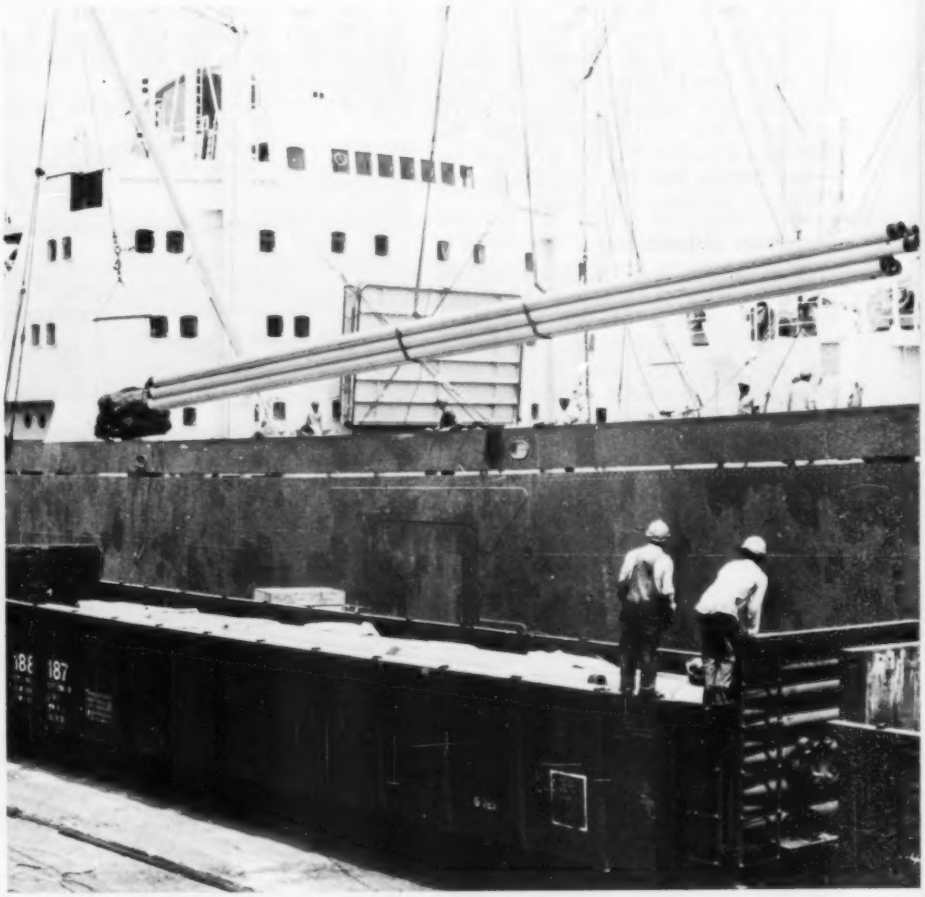
Internal tariff changes

It should be emphasized that although 16 Western European countries made tariff rate revisions on July 1 *only* the United Kingdom, Denmark and Ireland made changes that apply to U.S. exports. The other changes, discussed below, apply to trade among the 16 countries themselves.

The original six members of the EEC (Belgium, France, Germany, Italy, Luxembourg and the Netherlands) and the three new members (United Kingdom, Denmark and Ireland) began a progressive elimination of duties on imports of industrial goods from each other on April 1, 1973, when a 20 percent cut was made. Additional 20 percent cuts were made on Jan. 1 of 1974, 1975 and 1976, for a cumulative reduction of 80 percent. The fifth and final 20 percent cut to complete duty elimination was made on July 1 of this year.

This means, e.g., that on July 1 the duty on imports of computers into the Six from the United Kingdom, Denmark and Ireland, which was originally 7 percent, was reduced from 1.4 percent to zero. Similarly, the duty on imports into the United Kingdom from the Six, originally 14 percent, was reduced from 2.8 percent to zero.

Imports into the United Kingdom from Denmark and Ireland, as well as imports into Denmark and Ireland from the United Kingdom, were subject to prefer-



U.S. TO EUROPE—*Plastic-coated seamless pipe is loaded in Baltimore for shipment to Western Europe. Many U.S. products face a new competitive situation there.*

ential treatment (mostly duty-free) during the transitional period. The preferential treatment was the result of past U.K. and Danish membership in the European Free Trade Association (EFTA) and the Anglo-Irish Free Trade Agreement. Duties on trade between Denmark and Ireland were eliminated according to the basic timetable.

Trade in *all* industrial products among the nine EEC countries is now duty-free, as the transition to an enlarged customs union has been completed.

The EEC and the seven present EFTA countries—Austria, Finland, Iceland, Norway, Portugal, Sweden and Switzerland—are parties to broadly similar preferential trade agreements which generally provide for duty-free trade in industrial goods on July 1 of this year.

Each agreement, however, has longer transition periods for sensitive products, such as certain steel products, aluminum and paper. Moreover, the transition period for Portugal and Iceland has been extended.

Starting on April 1, 1973, tariffs on the great majority of industrial products traded between the EEC of Six and the EFTA countries have been progressively reduced; the final 20 percent cut to tariff elimination took place on July 1. Duty-free trade, with a few exceptions, among the seven EFTA nations and the United Kingdom and Denmark (former EFTA members) was maintained during the transitional period. Tariffs on trade between Ireland and the EFTA countries were also progressively eliminated.

Summary of revisions

In summary, duty rates on imports into the original six EEC countries from the United States remain unchanged, while those on imports into the United Kingdom, Denmark and Ireland have made their last change as alignment to the EEC's CXT is now completed; the different duty rates levied on U.S. exports by each of the seven EFTA nations also remain unchanged (EFTA, unlike the EEC, is not a customs union and, therefore, has no common external tariff); and trade in the vast majority of industrial products among the 16 countries making up the EEC and EFTA is now duty-free.

Information regarding Western European country duty rates applicable to specific industrial products may be obtained from Regional Affairs for Developed Markets, Office of International Marketing, U.S. Department of Commerce, Washington, D.C. 20230, phone 202-377-2346. Inquiries should contain a complete product description, including BTN, SITC, or U.S. Schedule B Export Commodity numbers, if known, and names of particular countries of interest.

NEW ECONOMIC PATTERNS ARE LIKELY TO EMERGE FROM MEXICAN TROUBLES

The Mexican economy is going through its most difficult period since 1945. A series of economic distortions that developed over the past five years will have to be corrected before the previous high rate of economic growth can be renewed. Among these distortions were an over-valued currency and large deficits in the balance of payments on current account and the public sector budget, according to the U.S. Embassy in Mexico City.

In an effort to deal with these problems, the fixed peso-dollar parity was terminated Aug. 31, and the peso was effectively devalued 37 percent when Mexican banks resumed trading on Sept. 2. While this was a necessary action designed to restore balance to the Mexican trade account, it sparked confusion among the public. Unfounded rumors swept the country, causing several serious runs on banks. Business was affected and the ongoing economic slowdown was deepened. The country's Gross Domestic Product increased an estimated 2 percent in 1976, the lowest increment since 1953, with output dropping from about a 4 percent increase in the first half to near zero growth in the second half.

José Lopez-Portillo assumed the Presidency on Dec. 1. His inaugural address set the basis for a revival of confidence in the country's future. Relations between the government and the private sector improved dramatically. The capital flight now appears to have ceased and funds are gradually flowing back into the banks. The worst part of the economic and confidence crisis is hopefully over, but restoration of financial stability and resumption of Mexico's traditional high growth rate will take time.

While 1977 will be another difficult year, the traumas of the last four months of 1976 should not be repeated. The first quarter deficit in the balance of payments on current account is estimated at one-half or less of the year-earlier figure. The rate of inflation is lower than in the last four months of 1976.

The new administration is grappling with the problem of how to restore financial stability without unduly affecting the standards of living of lower income groups. Mexico's un- and under-employed were recently estimated to be 49 percent of the economically active population. At the same time the government is trying to devise a new development strategy that will provide the basis for a high level of sustainable economic growth.

Mexico, then, is going through a transition period. The end result of this for Mexico, as well as its implications for the United States, are not yet clear and

BEING BUILT FOR MEXICO—*Four of 30 sardine purse seiners being built for Mexico by Metal Empresa in Callao, Peru, are shown during outfitting with hydraulic deck machinery systems and Puretic Power Blocks provided by Marco Peruana S.A., a subsidiary of Marine Construction & Design Co.* (MARCO), *Seattle, Wash.*

unlikely to become so for several years.

The need to reduce the current account deficit will undoubtedly impact on U.S.-Mexican trade patterns. Exports to Mexico in 1977 are likely to be lower than 1976 exports, which were below 1975 levels. There will be changes in the composition of U.S. exports to Mexico. Some increase in exports of grains and oil seeds is likely. Exports of capital goods to Mexico's energy sector may also increase. Also, exports are likely to increase somewhat as the year progresses, should the economy revive. Public sector investment spending has been held up, according to some reports, due to delays in organizing the new government. It is possible that public sector investment spending will increase, resulting in a higher level of imports in the second half of the year.

Report On Mexico

Marketing in Mexico, a 27-page Overseas Business Report prepared by Frederick J. Tower of Commerce's Office of International Marketing with the assistance of the U.S. Embassy in Mexico City, is one of a series of Bureau of International Commerce publications focusing on foreign market opportunities for U.S. suppliers. Copies are available for 50 cents each from any Commerce District Office or from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Specify OBR 77-10.

The government has reinstituted its rebates to exporters for indirect taxes (CEDIS) that it dropped at the time of the devaluation.

Trade in services is also being affected by the devaluation. U.S. border cities that developed a large trade with Mexican residents have been affected, and pre-devaluation sales levels are unlikely to be attained for a year or so. Tourism spending in the United States has also declined, and is likely to run below earlier levels in 1977. On the other hand, the number of U.S. tourists visiting Mexico is reportedly increasing.

The new administration has said that it welcomes foreign direct investment on the same terms as previously. Essentially this means that investments up to 49 percent of a firm's equity are welcome in most manufacturing activities. Exceptions can be made to the foreign minority ownership provision. No significant change in Mexican laws or regulations is anticipated. The government is going ahead with implementation of legislation passed under the previous administration, such as the Patents and Trademarks Law.

MOROCCO'S GOOD RESULTS IN DEVELOPMENT EFFORTS ATTRACT FOREIGN NOTICE

The economic and commercial outlook for Morocco is more favorable than a year ago, according to Ernest T. Greene, Commercial Attache at the American Consulate General in Casablanca.

Two factors have played an important role in improving Morocco's situation: an increase in Moroccan exports of industrial and mining products (with the notable exception of phosphate rock), and good results in the agricultural sector last year (though damage to food-grain production from a combination of too much rain in some areas with drought in others augurs for reduced agricultural output for 1977).

Morocco's overall success with industrial expansion and the solid foundation on which its economy rests are attracting the attention of American business. U.S. exports to Morocco increased by nearly 49 percent in 1976. With the inauguration of a new Five-Year Plan in January 1978, Americans would do well to investigate commercial prospects in Morocco.

Many projects initiated as part of the current Five-Year Plan (which ends this year) were completed or neared completion in 1976. Virtually all of these projects, in augmenting Morocco's infrastructure, represent direct or indirect potential for United States/Moroccan commerce.

Some important projects

Some of Morocco's more important current economic projects are:

- Steel mill complex at Nador (estimated cost around $2 billion). American firms have submitted bids for important parts of this project.
- Other industries, including: petrochemical complex at Mohammedia for manufacture of caustic soda and plastic resins; chemical complex at Safi, with capacity of more than 800,000 tons; textile complex at Oued-Zem; two sugar refineries at Mechra-Bel-Ksir (cane sugar) and Loukkos; and extension of the SAMIR oil refinery at Mohammedia.
- Construction on the new ports of Nador (see above) and Jorf El Asfar is under way.
- Construction of three power plants and installation of six gas turbines and four power units began in 1976.
- Three major dams on which construction had begun in the previous plan (1968-72) were completed in 1976. Construction was started on seven dams located in agricultural areas.
- Some 110,000 hectares of farmland (of the 120,000 envisaged in the plan) have been brought under cultivation since 1973, and 10,000 more hectares will be developed by the end of the current plan. The government hopes to equip 33,000 hectares annually with irrigation systems (in contrast to 20,000 projected annually in the plan).
- The government is undertaking a study of a new railway to the south, linking Marrakech with Agadir and El Ayoun. Work is continuing on the double tracking of the railway between Casablanca and Rabat.
- Roads are projected in outlying areas, particularly in the Sahara to the south. Work has started on over half of the Casablanca-Rabat expressway.
- The government granted loans in 1976 totaling $147.7 million for expansion of the present fishing fleet.
- In 1976 the government built 14,000 houses for replacing slum dwellings.
- Some 11,000 classrooms for primary and secondary schools were built in 1976. Construction was started on universities at Oujda and Marrakech, and expansion of the existing universities of Fes and Casablanca was begun.

The Moroccan GDP showed a record increase of 10 percent in 1976 ($3.7 billion as compared with $3.3 billion in 1975—constant 1960 prices), an increase due primarily to the exceptional results in the agricultural sector. The construction field expanded 30 percent in 1976, and this also played an important role.

For 1977, a GDP growth rate of around 4-5 percent is expected. Again, much depends on the local agricultural situation (at this writing the outlook appears substantially less favorable than last year) and on world demand for phosphates.

The new plan will contain many sectors with important opportunities for U.S. exports to Morocco. As during most of the preceding years, the United States was the second leading supplier of Morocco in 1976. The United States, with $297 million of exports, was responsible for 8.6 percent of Moroccan imports.

The next plan

While the next plan has not yet been published, it will stress increased investment in the social sectors (schools, hospitals, housing) and will emphasize investment in outlying provinces. The government hopes thereby to lessen the commercial dominance of Casablanca and to encourage the population to stay in the smaller towns.

In order to increase employment and domestic manufacturing (including a number of products which have hitherto been imported) the government has been following an intensive policy of investment in industry. Industrial investment (encouraged and, indeed, primarily initiated by the government) has increased

steadily in recent years, rising from $111 million in 1973 to approximately $570 million in 1976.

The construction and public works sectors expanded rapidly in 1976. For 1976, 50 percent of total new industrial investment was in chemicals and building materials (cement, including the Export-Import Bank-assisted Asment de Temara); textiles and leather accounted for 20 percent; agro-industries 10 percent; and electrical and mechanical plants 10 percent. Some 60 percent of total investments for 1976 are in large capital projects.

The Moroccan Code of Investments encourages private investment far more than that of most developing countries. The creation of employment is a major concern, particularly in view of the high rate of population increase (over 3 percent per annum). It is calculated that over 25,000 new permanent employment positions resulted from investments in 1976. Despite encouragement granted by the Investment Code to decentralize the economy, the Casablanca-Mohammedia area is still the site of most investment.

Why Morocco?

Why should U.S. investors be interested in Morocco? Morocco's well-managed economy and political stability are increasingly attractive to would-be investors. In addition, the country's Foreign Investment Code offers important incentives, including exoneration from customs duties, profit tax holidays, and partial refund of investment on locally-obtained loans.

While Moroccan law requires that at least 50 percent of the shares of most business enterprises be held by Moroccans, and that Moroccans hold a majority of seats on the board of directors, there are some sectors (tourism and manufacture for export) in which the enterprise may be wholly owned by a foreign investor. With the guidelines to Moroccanization having been clarified by experience over the past two years, and with problems releated to Moroccanization largely behind them, managers by and large express more satisfaction with the outlook for Morocco than was the case in 1974 and 1975.

American exporters/investors should of course, in addition to an appreciation of the potential offered by Morocco, pay particular attention to the need of preparing virtually all their material in French—and of having French-speaking personnel visit Morocco; of familiarizing themselves with Moroccan procedures; of giving extra time and attention—more than they would under similar circumstances in the United States—to personal contacts and personal visits; and wherever possible of offering concessional/commercial credit packages.

INDIA'S NEW LIBERAL TONE EXTENDS TO TRADE POLICY

Policies adopted by the new Janata government coupled with traditional economic factors will determine the trade and investment outlook in India for the next year, reports Commercial Officer L. Richard Jackson from the U.S. Embassy in New Delhi. Already the new government has liberalized import regulations and has set forth parameters for its industrial policy.

The government has stated that more emphasis will be placed on developing the agricultural sector, fostering small and medium-sized manufacturing enterprises, and generating employment. It appears that industrial policy will be concerned with developing small-scale industries and with production of essential goods for the daily use of the common man. A corollary concern of the government is keeping prices down. Industries and services that have been nationalized will remain so, but a slowdown in establishing new public sector enterprises appears likely.

In 1976-77 the Indian economy grew by less than 2 percent in real terms compared with a record 8.8 percent growth the previous year. Food output was good during the past year and food reserve stocks are now almost 19 million metric tons.

Industrial production rose an estimated 7-8 percent, primarily due to greater capacity utilization in the public sector, but a demand recession continued in parts of the private sector. A bright spot is the growth of foreign exchange reserves, which amounted to a record $3.7 billion at the end of March. Total trade between India and the United States remained at $1.8 billion in 1976, with the trade imbalance in favor of the United States declining to around $400 million.

The outlook for 1977/78 is mixed, and as usual depends heavily on the monsoons and food production. The new government is committed to giving priority to the agricultural sector, but some time will elapse before the results can become evident. Additionally, the government has a stated objective of a balanced budget. Even if this goal cannot be achieved for 1977/78, reducing the budget deficit may mean postponing or stretching out certain development projects.

This will affect growth in the economy, particularly the public sector where most of the growth has taken place the past two years. The government is concerned about inflation and is taking measures to restrict the growth in money supply. In sum, given a reasonably good grain harvest, the Indian economy may be expected to grow at a relatively moderate pace of 3-4 percent during 1977/78.

A new major import policy for 1977/78 was announced on April 27. Imports have been further liberalized, particularly for the small-scale sector, and import procedures have been simplified. The principal objectives of the policy, similar to export policies of the past few years, are to promote exports by permitting increased imports of items which become part of export products, and to encourage increased domestic production, especially of basic mass consumption goods. The new policy reflects an apparent desire by the government to eliminate some controls over the economy and is made possible by India's sizable foreign exchange reserves. It offers increased opportunities for U.S. companies to sell in the Indian market, particularly capital goods.

Almost 600 items are now under open general license, which means actual end-users do not have to obtain a license to import these products. These items include leather machinery, garment-making machinery, jute industry machinery, drugs in unprocessed form, iron and steel items, life-saving drugs, goods for the electrical industry, and selected chemical and plastic products. Imports of spare parts for equipment have also been liberalized.

Trade sources state that a major improvement has been effected in the simplification of procedures. It is expected that import license applications may now be acted upon within 4-5 weeks.

Good prospective markets

The following markets offer good prospects for U.S. suppliers: electronics and communications equipment—imports of sophisticated equipment are expected to be in excess of $60-65 million annually during the next five to seven years; computer peripheral equipment—most promising areas are high-speed line printers, moveable head disk drives, controllers, magnetic tape drives, video terminal displays, core memories, and key-to-tape systems, for which imports may reach $50 million during 1977-78; oilfield machinery and equipment—technical superiority gives U.S. oilfield machinery, equipment, supplies and services a competitive edge in India—opportunities exist for the licensing of technology to Indian companies in selected areas; and mining, construction, and materials handling equipment—best sales prospects include large, heavy-duty equipment.

Sales opportunities also exist for sophisticated chemical industry equipment; process control equipment; pumps, valves, and compressors; health care equipment; and printing and graphic arts equipment.

U.S. firms should engage competent, aggressive Indian sales agents in order

to penetrate and sell on a continuing basis in India. Depending on the market potential and government approval, a joint manufacturing venture or technology transfer arrangement with an Indian partner might be advantageous to the U.S. company. Some opportunities may exist for United States/Indian joint ventures for projects in third countries.

U.S. direct investment is estimated at about $360 million, or about one-quarter of total private foreign investment in India. New U.S. private investment in India during the past two years has been negligible.

The attitude of the new government toward foreign investment is not yet clear. Jackson does not expect, however, drastic changes from the previous policies which emphasized export industries and the acquisition of certain sophisticated technology not available in India. The Foreign Exchange Regulations Act (FERA), which sets forth the allowable equity participation of non-resident interests in companies in India, is expected to continue in force. The attitude of the new government toward foreign investment may be partly revealed in its decisions on pending applications of U.S. companies under the FERA regulations. Another bench mark is the upcoming announcement on pharmaceutical policy, especially the provisions affecting foreign drug companies.

Jackson's assessment is that investment policies will not undergo a major revamping. Technical collaborations for licensing, royalties, or outright sales of technology appear to be the most promising opportunities for U.S. companies. Some opportunities may exist for equity participation in export-oriented companies or selected industries.

Tourists Help Keep Bahamas In Good Economic Condition; Government Courts Investors

The Bahamian economy has weathered the worldwide economic difficulties of the last few years better than most developing countries. The Bahamas maintains positive foreign reserves and enjoys a low annual rate of inflation of 4.2 percent, according to the U.S. Embassy in Nassau.

The biggest economic problem facing the Bahamas is unemployment, which jumped from 8.6 percent in 1973 to 21.2 percent in 1975, mainly because of a large influx of teenagers into the labor force.

Tourism continues as the reliable mainstay of the economy. The 1976/1977 winter season was a particularly good one. Freeport had its best season in eight years, and two hotels, closed for two years, will reopen in 1977.

Imports, which dropped substantially in 1975, increased in 1976 as consumer spending and construction picked up.

U.S. has competitive edge

The United States remains by far the top trading partner of the Bahamas. U.S. consumer goods have the competitive edge, because Bahamians are heavily exposed to Miami television, radio and newspaper advertising and because of high quality, shorter delivery time, lower freight costs, ease of ordering, and better financing. In addition, the Commonwealth Preference Tariff, which gave goods from Commonwealth countries a duty advantage, was abolished in 1976.

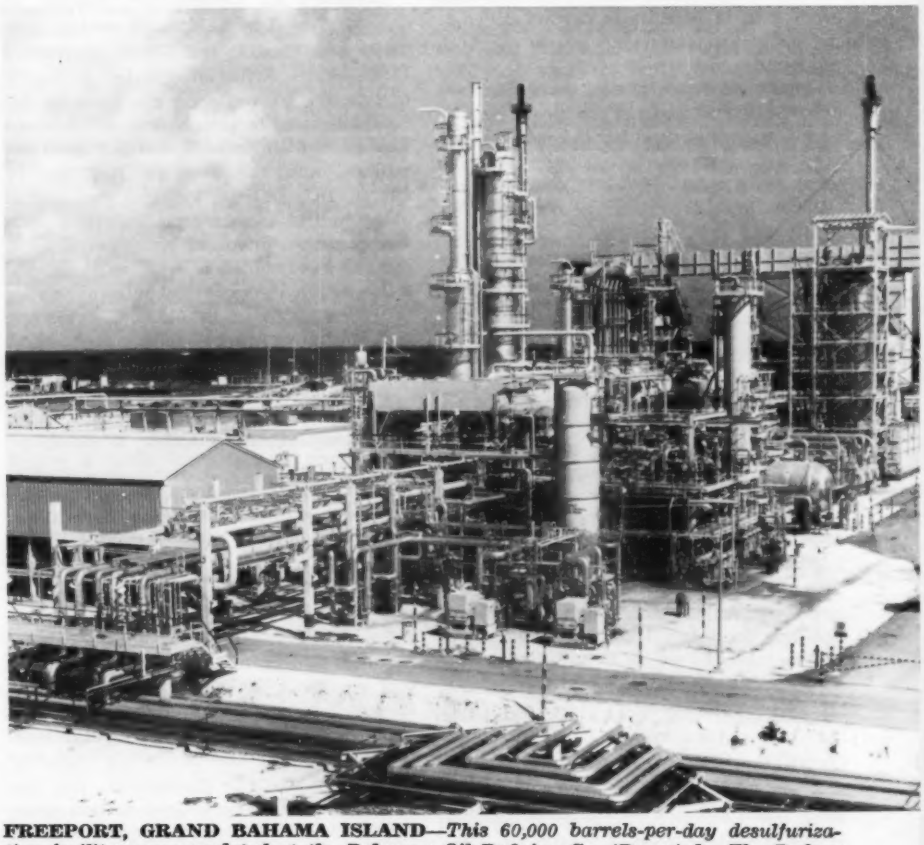
U.S. exports accounted for more than 70 percent of all Bahamian imports (excluding oil) in 1975 and 1976. The trend in both short and long term is for increasing U.S. dominance in every category. In 1975 the United States increased its share in every major category and had well over 70 percent in all but one (beverages and tobacco).

Major export opportunities should arise for food processing, freezing and refrigeration equipment; equipment related to the ongoing improvement of the water and sewerage systems in Nassau (backed by an IBRD loan). The new local television station is being equipped by an American firm and any future supply needs will certainly be filled in the United States, as will those of the telephone and electric companies.

Since independence in 1973, foreign investors and potential investors have experienced nervousness from time to time.

The latest case of investor jitters, caused by recent increases in fees and the guidelines on Bahamian ownership, is already beginning to dissipate. This occasional nervousness will probably continue as long as the government is making decisions which further implement its basic but often conflicting goals of increased foreign investment, increased Bahamianization and increased revenue without damage to its tax-haven status. In spite of this recurring apprehension and other minor irritations, the Bahamas will continue to provide a stable environment for middle to large foreign investment.

Investors in the Bahamas, both foreign and domestic, benefit from the tax-haven



FREEPORT, GRAND BAHAMA ISLAND—*This 60,000 barrels-per-day desulfurization facility was completed at the Bahamas Oil Refining Co.* (BORCO) *by The Badger Co., Inc. The complex includes vacuum gas oil desulfurization, hydrogen manufacture, sulfur recovery, steam generation, water desalination, and offsite facilities.*

status of the country, e.g., there are no corporate, capital gains, profits or personal income taxes. Other incentives for investors are offered through the Industries and Hotel Encouragement Acts. These grant relief from import duties for plant machinery, tools, equipment, raw materials and, in the case of hotels, material and furnishings imported for construction.

U.S. investments, estimated at just over $1 billion, account for more than half of direct foreign investment in the Bahamas. The largest single U.S. investment is the Borco refinery and transshipment terminal ($300 million), with the tourist sector accounting for the major share of other U.S. investments. Other estimated direct foreign investment is: Canada, $300 million, United Kingdom, $145 million, and Germany, $10 million.

Optimistic, with reason

Officials concerned with attracting new investment to the Bahamas are optimistic for the future. They view the following factors as greatly improving investor interest: the advent of One-Stop Charters (OTC); implementation of the Generalized System of Preferences of the 1974 U.S. Trade Act; the ACP Lome Agreement (an agreement with the EEC which accords tariff benefits to certain developing countries); and recovery in the U.S. economy.

Opportunities exist for investment in export-oriented, tourist support, import substitution, light industries, and in areas related to international shipping, i.e., insurance, dry dock facilities, etc. Opportunities in tourist and resort developments are still excellent in the Family Islands. Capital intensive investments with an already established market are the most propitious for the Bahamian situation.

As Bahamianization of the workforce is one of the principal aims of the government, the use of foreign personnel should be limited as far as possible. Work permits are issued to expatriates when no qualified Bahamian can be located to fill the position. While not required, it would be useful if investors considered their manpower needs over a two to five-year period and prepared a realistic program of Bahamianization—including training—for as many positions as possible initially held by expatriates.

Prospective investors can contact the Ministry of Development (P.O. Box 1611, Nassau), and the Bahamas Development Corporation (P.O. Box N-4940, Nassau), and are invited to discuss their projects with the Economic/Commercial Section at the American Embassy (P.O. Box N-8197, Nassau), located on Queen Street; telephone 809-322-1700.

Calendar For World Traders

July 6-8—New York—World Trade Institute seminar on Hazardous Materials: Procedures and Documentation for International Shipment.

July 7—San Francisco—Practising Law Institute meeting. Commerce's Kent Knowles, Acting Asst. General Counsel for Domestic and International Business, will discuss implications of new anti-boycott legislation.

July 7—Greenwich, Conn.—FCIB Roundtable Conference & Sport Fest, in cooperation with NACM—Northern Connecticut Division.

July 7—Memphis—Mid-South Exporters' Roundtable, Monte's Restaurant.

July 11-13—Toronto—American Management Associations seminar: Fundamentals of Foreign Exchange.

July 12—Philadelphia—Seminar on How to do Business in Great Britain—A Foreign Trade Model, Philadelphia National Bank. Sponsor: Small Business Section of The International Business Forum, Inc.

July 14—Louisville—Int'l Credit and Finance Assn. meeting, Rodeway Inn.

July 18—New York—American Management Associations seminar: Coming Trade and Investment Opportunities in Cuba.

July 19—Memphis—World Trade Club meeting, Southwestern Univ. at Memphis. Theme: Shipping Through the West Coast.

INTERNATIONAL BUSINESS REPORTS

East-West Trade Update: A Commercial Fact Sheet for U.S. Business. June. Prepared by Commerce's Bureau of East-West Trade. 16pp. 50 cents.

This semi-annual publication provides U.S. business with an updated summary of commercial and economic data on the controlled-market countries of Eastern Europe, the Union of Soviet Socialist Republics, and the People's Republic of China. In addition, includes the status of current U.S. commercial relations with the countries involved and serves as a directory to officials who can provide more detailed commercial information on the area—both in the U.S. Government and in the commercial offices maintained by the respective countries in the U.S.

Write: Any Commerce District Office, or Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Export Practice and Documentation. Second Edition. By A. G. Walker. 244pp. $15.95.

A guide to the mass of detailed procedures and regulations with which the exporter needs to be familiar—including shipping documentation, invoicing, credit facilities and insurance. While giving special emphasis to the European market, it provides a general survey of world practice. The first edition provided both a "tool-kit" for the practicing exporter and an analytical framework for the export student. The second edition thoroughly revises the text, in particular to take account of the United Kingdom's entry into the European Economic Community, the increasing standardization of documentation, and the increasing use of the metric system.

Write: Butterworth (Publishers) Inc., 19 Cummings Park, Woburn, Mass. 01801.

Who's Who in Saudi Arabia. Published by Europa Publications Ltd. 300pp. $45.

Provides detailed biographical information on some 800 prominent Saudis. Typical entries run to some 400 words and provide such data as full name, address, birth date, affiliations, current position, career history, and other relevant details.

Write: Gale Research Co., Book Tower, Detroit, Mich. 48226.

Global Marketing Service

"MarketMatch"—a new international marketing service of The World Trade Center in the Port of New York, designed to provide trade leads for international buyers and sellers—is now taking subscriptions and will begin service this fall.

MarketMatch is a computerized file of manufacturers, importers and exporters of 11 major product lines—plastics, precision machinery, footwear, electronics, petrochemicals, sporting goods, logs and lumber, textiles, office machinery, foodstuffs and optical equipment. Additional product lines will be included as the system further develops. The file lists each subscribing company's profile and the specific items each firm seeks to buy and sell.

Direct inquiries to The World Trade Information Center, One World Trade Center-Lobby, New York, N.Y. 10048.

Worldwide Business Opportunities

International trade specialists in the Department of Commerce and Foreign Service Officers in the U.S. Embassies and Consulates around the world are continually developing specific commercial opportunities through which American companies can find buyers, agents, partners or investors abroad. One of the major means for communicating these opportunities promptly and accurately to the U.S. business community is through the columns of this magazine.

The section that follows presents details about upcoming trade exhibits and trade missions, licensing and joint venture proposals, opportunities to sell to foreign enterprises, visiting buyers, and details on major construction and expansion projects.

U.S. Promotions Abroad

For more facts on these and other U.S. exhibitions write: Director, Office of International Marketing, Rm. 4015, U.S. Department of Commerce, Washington, D.C. 20230. For trade missions: Rm. 6051, U.S. Department of Commerce, Washington, D.C. 20230.

CHEMISTRY '77. Moscow. Sept. 1-15. The 10th Soviet Five-Year Plan (1976-80) stipulates increases in industrial production of 35-39 percent and a growth rate in the chemical/petrochemical industry of 60-65 percent—50 percent higher than that of industry overall. The Soviets are placing top emphasis on agricultural chemicals to help boost farm output. Heavy concentration is planned on increasing fertilizers, insecticides, herbicides and other plant-protection chemical products. In addition, the plan calls for satisfying consumer needs. These include increases in production of synthetic resins and fibers, plastics, synthetic rubber and tires, magnetic film, electrical insulating materials, cleaning materials, textile dyes, polymer additives, plastic wraps, and other packaging materials. Call Tony Bilecky, 202-377-2801.

Design Engineering Catalog Exhibition, at "Des/Japan '77." Tokyo. Sept. 2-6. Will feature catalogs of U.S. companies offering: design management services; mechanical and power transmission components; fluid power components; fasteners; electrical and electronic power and control; materials, coatings and finishes; shapes and forms; engineering instruments and other elements related to design and construction for this large OEM market. The last Commerce participation in this event, September 1975, generated nearly 800 product inquiries for the 232 American participants. Catalog Exhibition Section, 202-377-3973.

General Industrial and Agricultural Equipment. U.S. Exhibition at 33rd Plovdiv International Fair. Sept. 3-10. Agriculture, a vital sector in the Bulgarian economy, will expand 20 percent during the new plan period (1976-80). A full range of farm equipment is desired. Substantial potential demand exists for U.S. industrial equipment and high technology products such as materials handling equipment, machine tools, automated equipment, and all classes of multiple operation machines superior to European equipment. Reginald Beckham, 202-377-2802.

Hotel, Institutional and Restaurant Equipment Exhibition. U.S. Trade Center, Taipei. Sept. 5-9. This market will expand rapidly over the next five years. Research indicates that food preparation and service equipment, administrative service equipment, furniture and decor, and security and safety equipment will expand from $329 million in 1976 to $402 million in 1979. The hotel sector will receive great momentum from $153 million in government expenditures on tourism over the life of the Six-Year Development Plan. William W. Zamula, 202-377-4227.

Electronic Industry Production and Test Equipment Exhibition. U.S. Trade Center, Mexico City. Sept. 6-9. Rapid sales growth of electronic components, radio and TV receivers and communications equipment has made Mexico one of the top ten foreign markets for EIPT equipment. Exclusive of the border industries program, Mexican demand for EIPT equipment has grown 10 percent annually and is projected to rise to $17 million by 1979. Some $14 million of this demand will be met by imports. U.S. manufacturers of this equipment command a 70 percent share of Mexico's total EIPT imports. Mary R. Wiening, 202-377-2313.

Computer and Peripheral Equipment Catalog Exhibition, at "INELTEC Fair." Basel. Sept. 6-10. The Swiss market for this equipment is expected to maintain an annual increase of 9 percent for the remainder of the decade, reaching $175 million in 1980. Imports constitute most of this market. U.S. exports of this equipment to Switzerland were approximately $45 million in 1975 and are projected to rise to around $70 million by 1980. Catalog Exhibitions Section, 202-377-3973.

Motor Vehicle Maintenance Trade Mission. Chile, Ecuador, Colombia. Sept. 12-23. Key members of the automotive industries in these countries agree that there is a profitable potential market for U.S. automotive service tools and equipment. For instance, 235,000 passenger cars were registered in Chile as of 1976. Imports of cars into that market have been restricted in the past 15 years. This has prolonged the average age of motor vehicles in Chile and thus has increased the motor vehicle maintenance market, which has been recently forecast to increase to about $35 million by 1979. Items identified as having excellent sales potential in these markets include: diesel engines, transmissions (automatic and manual), automotive hand tools (also power tools), tune-up kits, alignment equipment, automotive spare parts, brake service equipment, tire-recapping equipment. Mission participants will be afforded the opportunity to meet with all major end-users, wholesalers, import agents, and distributors. Contact Robert J. Bucalo, 202-377-3741.

Advanced Medical, Surgical, and Dental Equipment—Brno Engineering Fair. Sept. 14-22. Czechoslovakia plans to upgrade the level of medical services to its general population through 1980. Advanced medical research equipment, examination and diagnostic instruments, blood and organ analysis instruments, sophisticated surgical equipment, advanced life support systems, and radiological diagnostic and treatment equipment all have good potential. Gary Roberson, 202-377-3376.

Process Control and Instrumentation Exhibition. U.S. Trade Center, Sao Paulo. Sept. 16-21. The Brazilian market for industrial process control equipment has shown remarkable growth in the past and should maintain a strong pace. Brazil imports 90 percent of this equipment, and the U.S. enjoys a 50 percent share. Between 1973 and 1975 imports doubled from $24 to $48 million. Forecasts for 1978 estimate total imports of $60 million. Bill Vigneault, 202-377-5427.

Building Products and Systems Exhibition and Seminar. U.S. Regional Trade Center, Singapore. Sept. 19-23. Total imports of building and construction products and equipment into Singapore increased over two times from 1972 to 1976. Projections indicate another two-fold gain by 1980, with the market reaching $1.7 billion. Imports of building products and systems have followed the same pattern, more than doubling from 1972 to 1976, and seen totaling almost $1 billion by 1980. U.S. exports of special building materials and equipment are expected to increase phenomenally due to regional and local affluence and sophistication and the quality, standards, variety and modernity of U.S. manufacturers. Contact J. Lee Barnes, 202-377-3893.

Air and Water Pollution Control Technical Sales Seminar. Austria, Poland and Hungary. Sept. 19-30. All three countries have policies which aim at upgrading air and water quality. Best sales prospects for U.S. firms include biological water purification systems, scrubbers and precipitators to remove pollutants from smoke stack emissions, water quality control systems, equipment to measure air quality and pollution from automobile exhausts, and instrumentation. Alice Clark, 202-377-2348.

Instrumentation Catalog Exhibition at "HET Instruments Fair." Amsterdam. Sept. 21-29. The Netherlands is an excellent market for all four categories of instruments and related equipment being promoted at this exhibition: scientific and industrial laboratory instruments; biomedical and clinical instruments; process control instruments; and electronics industry production and test instruments and components. Imports supply about half of the Netherlands' instrumentation requirements. The U.S. is one of the leading exporters of this

equipment to Holland, especially in electronics industry production and test equipment, where we supply over half of the total market. The greatest increase among these four categories is in process control instrumentation, which is projected to hold at a steady increase of 15 percent per year. Catalog Exhibitions Section, 202-377-3973.

SPOGA 77—Sporting and Camping Equipment, Cologne, Germany. Sept. 25-27. Considered the world's major international exhibition for sporting and camping equipment. SPOGA 76 hosted more than 1,915 exhibitors from 35 countries and, in only three days, attracted 42,800 trade visitors from 70 countries. Commerce's pavilion will accommodate 40 U.S. manufacturers. Loretta Allison, 202-377-3748.

Automated Construction Seminar Exhibit. U.S. Commercial Office, Moscow. Sept. 26-30. The 10th Soviet Five-Year Plan (1976-80) calls for increased mechanization in all phases of construction, particularly in finishing operations. Construction of at least 545 million sq. meters of housing, and schools to accommodate an additional 8 million children, is planned. Output of building materials is to increase by 30 percent. Area of greatest Soviet interest is equipment and technology to improve methods of construction with concrete and beautify results. Also of interest is equipment for finishing work, light protective exteriors, thermal insulation materials, floor coatings, and restoration of buildings damaged by earthquakes. Jim Robb, 202-377-4810.

Advanced Business Equipment and Systems Exhibition. U.S. Trade Center, Tokyo. Sept. 26-30. The Japanese market for such products was $975.5 million in 1974, and the forecast for 1979 is $1.5 billion. Japanese imports are estimated at $208 million for 1979, of which the U.S. share will reach $125 million. Featured will be labor-saving office equipment and systems which save time, cut costs, accommodate the Japanese shift to multinational enterprise and meet the exacting demands of the expanding Japanese information processing community. Robert Levine, 202-377-4379.

Quality Control and Materials Test Instrumentation Exhibition. U.S. Trade Center, London. Sept. 26-30. The U.S. presently enjoys a market share of over 25 percent of this $80 million market, which is expected to rise to almost $100 million by 1979. General product categories which hold excellent market potential include spectroscopy and chromotography, physical properties testing and inspection instruments, electro-chemistry analytical instruments, optical analytical instruments, thermoanalysis instruments and other related quality control and materials test instruments. A Technical Seminar will also be conducted in conjunction with the exhibition. Contact John L. Wolf, 202-377-3459.

Telecommunications, Radio and Television Equipment Exhibition. Caracas. Sept. 26-Oct. 1. Venezuela, because of expanding requirements for imported telecommunications equipment, offers an attractive market. Apparent consumption of telecommunications equipment in Venezuela in 1976 was $172 million, projected to grow to $222 million by 1979. Hans J. Amrhein, 202-377-2332 or 4831.

Metalworking & Finishing Equipment Catalog Exhibition, at "Index '77." Athens. Sept. 26-Oct. 2. Greece imports nearly all its metalworking machinery and parts. Total imports of this equipment have nearly doubled since 1971, with the U.S. share increasing more than tenfold. Major industries using this machinery are shipbuilding, automotive, electrical equipment and appliance, and metal construction and fabrication. Catalog Exhibitions Section, 202-377-3973.

Food Processing and Packaging Equipment Exhibitions. U.S. Trade Centers, Paris, Sept. 27-30; Milan (off-site, in conjunction with IPAK-IMA international trade fair), Oct. 3-9. Just completed research in both markets indicates excellent marketing opportunities for a wide range of food processing and packaging equipment. Total sales in these sectors are expected to grow far more rapidly than the national economies as a whole, as buying habits continue to change. In France alone, sales of food processing equipment will be over $600 million and sales of packaging equipment over $300 million by 1980-81, around half of this imported. Thanks to our favorable competitive position in this area, the U.S. share of the market is expected to double over the next few years. Will allow participants to obtain maximum exposure with minimum of travel expense and time. Companies may participate in either or both. David Katz, 202-377-4104.

Hotel & Restaurant Equipment Catalog Exhibition. Singapore, Malaysia & Thailand. Oct. 3-12. The rise in tourism in the Far East has created a need for expansion of hotel and restaurant facilities. Singapore currently has more than 10,000 hotel rooms, yet occupancy rates are more than 90 percent during peak periods and 75 percent during the rest of the year. Malaysia has benefitted from the overflow from the traditional tourist routes, but is unable to handle any further increase. Although Thailand, with 15,000 first-class or deluxe rooms, has been popular for some time, there are plans for expansion of five existing hotels and 18 new hotel projects, for an additional 4,170 rooms. Catalog Exhibition Section, 202-377-3973.

Process Controls Seminar Mission. Kuwait, Saudi Arabia and Syria. Oct. 3-19. Will highlight the efficiency and quality control aspects of U.S. process control technology as applicable to host country needs. Saudi Arabia's $142 billion economic development plan (1975-1980) has created many opportunities for U.S. suppliers of process control equipment. U.S. exports of such equipment to Kuwait doubled from 1974 to 1975, reaching about $800,000. Aside from excellent sales prospects in the petroleum and petrochemical industries, other prime industrial buyers include natural gas, power generation, water resources and treatment, heavy industry (steel, rubber aluminum) and telecommunications sectors. Molly Cleveland, 202-377-3741.

Tandem Micro/Mini Computer Equipment Exhibitions: U.S. Trade Center for Scandinavia, Stockholm, Oct. 10-12; and Systems '77, U.S. Pavilion, Munich Fairgrounds, Oct. 17-21. These two major exhibitions of significant importance to the European market feature micro/mini computer systems, peripherals, software and services. They are timed to permit companies to take part in both. Sweden is one of Europe's most significant growth markets for such equipment. SYSTEMS '77 is the largest single computer exhibition in Europe, and will provide access to the world's third largest market for micro/mini computers and related equipment. Dwight L. Umstead, 202-377-4414.

Security Equipment Catalog Exhibition. Utrecht, Netherlands. Oct. 10-14. Although one of the smallest nations of Europe, many factors combine to make the Netherlands an important market for security equipment. With the highest population density of any country on the continent, the Netherlands has experienced a considerable increase in crimes against property, with burglary, shoplifting and robbery leading the list. Arson, which has accounted for 3 percent of all fires, has also become a major problem. Perhaps of greatest interest to the security equipment manufacturer is the infrastructure in the Netherlands created by the extensive trading and banking system of the country. The large volume of goods transported from the industrial heart of Europe through Rotterdam, the world's largest port, has resulted in a vast network of custom bonded warehouses. These structures, which require a great diversity of products, provide an additional universe of application for security and safety equipment. Catalog Exhibitions Section, 202-377-3973.

Water Resources Development Seminar Mission. Nigeria, Kenya, Senegal. Oct. 16-28. More than $5 billion is expected to be spent under the Senegal River Basin Development Plan for dam building, water desalination, irrigation and water supply projects. Approximately $3.6 billion has been allocated by Nigeria for the purchase and development of water and sewer systems, semi-arid land development and water transport. Under current development programs, Kenya has allocated over $350 million to be spent between 1978-81 on irrigation, desalination, improvements in existing pipelines, installation of new urban and rural water supply systems. In addition, the U.S. Embassy in Nairobi reports that Kenya's new development plan, to begin in 1978, will place strong emphasis on dry-land irrigation and optional water resource management. Products identified as having excellent sales potential are: water tanks, self-propelled irrigation systems, water well drilling rigs, irrigation pipe, waste and water treatment systems, instrumentation, engineering and consulting services. Participation will be limited to seven U.S. firms. Bob Bucalo, 202-377-3741.

Garment Machinery Seminar Exhibit. U.S. Commercial Office, Moscow. Oct. 17-21. Under the 1976-1980 Five-Year Plan, the Soviets emphasize their aim of more fully satisfying growing consumer demand. Items of specific interest in garment manufacturing are systems for automated garment designing; automatic systems for cutting patterns; materials handling equipment for production lines; equipment for pre-cutting shops; systems for processing different types of garments; equipment for adding zippers, buttons, etc.; semi-automatic and digital automatic sewing machines; garment finishing equipment; steam pressing equipment; and packaging equipment. Call Jim Robb, 202-377-4810.

Printing and Graphic Arts Exhibition. U.S. Trade Center, Sao Paulo. Oct. 17-21. U.S. graphic industries exports to Brazil grew by 21 percent between 1973 and 1975, from $16.4 to $19.9 million. Brazilian printers have a reputation for emphasis on high quality production, latest technology and quality control. The graphic industry should continue to grow at about a 10 percent rate, as firms expand the variety of work done in a move

to meet rising costs of labor, paper and supplies. G. Lincoln McCurdy, 202-377-5427.

Plastics Production Seminar Mission. Venezuela and Colombia. Oct. 17-28. The plastics industry is one of Venezuela's most dynamic growth industries. In 1975, its output reached $276 million. In the first nine months of 1976, the U.S. exported over $6 million in equipment and $24 million in plastic materials to Venezuela. The plastics industry in Colombia is relatively new. In 1976, Colombian industrialists purchased $6 million in processing equipment. U.S. exports of synthetic resins and plastic materials exceeded $11 million during the first nine months of 1976. Under the Andean Pact, Colombia was assigned responsibility for development of plastic forming machinery; however, this objective cannot be achieved without substantial technical assistance. In both countries, there is heavy demand for new techniques and equipment for injection molding; extrusion molding; blow molding; compression molding; rotational molding; and calendering. Jonnell Jacobson, 202-377-4918.

U.S. Hospital and Medical Equipment Catalog Exhibition. Brussels. Oct. 20-27. Belgium has a high per capita expenditure on health care, with approximately 99 percent of the population being covered by compulsory health insurance. With a trend towards construction of larger hospitals and expansion of existing hospitals, an important opportunity exists for the sale of equipment in the immediate future. Some 14 major hospital construction and expansion projects are planned during the next eight years, including expansion of the highly regarded university hospitals. Imports supply most of Belgium's medical equipment needs, with the U.S. the country's second leading supplier. U.S. imports supply most of the needs for clinical laboratory equipment, ultrasonic equipment, gamma scintillation cameras, and cardiac pacemakers. Catalog Exhibitions Section, 202-377-3973.

Building Products and Construction Equipment Trade Mission. Egypt, UAE and Qatar. Oct. 21-Nov. 2. Abu Dhabi and Dubai (the major emirate states of the UAE), blessed with abundant oil revenues, offer attractive market opportunities for U.S. suppliers of building products and construction materials. The $100 million in construction-related U.S. exports to the UAE in 1976 reflects the importance of this market sector. The rate of private building starts is likely to rise again as development of new industrial areas in Abu Dhabi and Dubai necessitate construction of single-family housing. In mid-1976, $4.8 billion worth of Qatari construction-related projects were in progress or contemplated. The largest project is a $2 billion-plus scheme to exploit, transport and process Qatar's immense natural gas reserves. Egypt is currently making extensive plans to build and improve its roads, transportation systems and industrial capacity. U.S. suppliers providing advanced techniques or new technology will do particularly well in Egypt. Geoffrey H. Walser, 202-377-2973.

Offshore Oil Exploration, Drilling and Extraction Equipment and Technology Technical Sales Seminar. Poland, Romania and Bulgaria. Oct. 24-Nov. 4. All three countries, faced with declining oil reserves, high prices on imported oil, and rapid increases in demand for energy, are planning to step up exploration for offshore oil. Products with high sales potential include: jack-up drilling rigs with spare parts, floating drilling platforms, drilling vessels, automation and control equipment, high pressure air injection equipment, and material handling equipment used in offshore oil exploration, drilling and extraction. Alice Clark, 202-377-2348 or 4810.

AGRIQUIP '77. Jakarta. Oct. 31-Nov. 4. This market is expected to more than double to approximately $50 million by 1980. The Indonesian Government is giving priority attention to agriculture, i.e., the reduction of food imports and increase of export earnings from agricultural and processing operations, together with implementation of the Second Five-Year Plan, which allocates $2.4 billion for these purposes. Imports of agricultural equipment (excluding forestry) are expected to rise from $7 million in 1975 to $17 million in 1980. Indonesian authorities seek to process domestically 40 percent of the country's 22 million cubic meters of timber products in the next few years in order to increase export value by processing, tap emerging opportunities in Europe for sawn timber, and reduce Indonesia's dependence on the Japanese market. Logs comprise about 90 percent of total exports, valued at more than $700 million in 1976. Imports of timber production, handling and processing equipment are expected to rise from $14 million in 1975 to more than $30 million in 1980. Contact Ronald McCowen, 202-377-3560.

Computer Software Trade Mission to Japan. November. Japan is the second largest computer market in the world. Expenditures by the manufacturing sector alone on computer hardware were estimated at nearly $1 billion in 1976. It is believed that on-line terminal equipment will spread rapidly—mainly in those sectors needing more efficient data processing, such as the financial community, insurance companies, service industries, etc. By the end of 1985 there will be a total of over 100,000 multipurpose computers in operation and the software industry will register a total of some $1.1 to $1.7 billion in sales. The Japanese software industry, nevertheless, is relatively underdeveloped when compared to the U.S. industry. In recognition of this, the Japanese Government has just liberalized controls on foreign activity in the software industry. Previously, it was virtually impossible to import software into Japan, so only now is the market open to U.S. software packages. In addition, Japan's Patent Office adopted evaluation standards in 1976 allowing for certain types of computer software to be patented, making Japan the first of the developed countries to take up the problem of patents for software. Wanda Ale, 202-377-3119.

Geothermal Energy Development and Applications Seminar Mission. Costa Rica, Guatemala and Mexico. Nov. 2-16. Major marketing opportunities exist for U.S. companies interested in aiding Mexico, Central America and Panama in utilizing their extensive geothermal resources and at the same time in increasing U.S. exports and developing the domestic U.S. industry. Over $200 million is expected to be spent during the next decade in this region to develop geothermal energy resources. U.S. companies interested in developing opportunities in this market contact Walter Bastian, 202-377-4756.

Rehabilitation USA—Aids to the Handicapped and the Disabled Exhibition and Technical Seminar. U.S. Trade Center, Tokyo. Nov. 7-11. The United States is recognized as a world leader in the field of rehabilitation, and yet many advanced American products and technologies are virtually unknown overseas. This event, the first in this field mounted by the U.S. Government and the first such show held in the Far East, will enable U.S. firms to enter the growing international rehabilitation market. It is estimated that there are more than 500 million handicapped persons worldwide. The rehabilitation market in Japan alone should reach $277 million by 1980. The exhibition will feature five major product/technology categories: orthotics and prostheses; architectural/transportation and mobility; physical and occupational therapy; sensory aids/adaptive systems; and educational/training systems. A prestigious technical seminar will be the forum for a healthy exchange of information. Contact Irwin Nathanson, 202-377-4390.

Electronic Components Exhibition. U.S. Trade Center, London. Nov. 7-11. The U.K.'s present consumption of electronic components is $1.2 billion, while imports reached $488 million in 1976. The rate of growth of U.S. exports to the U.K. over the next three years is forecast at 23 percent per year. U.S. exports represented 35 percent of 1976 imports. American-made equipment is sought for its advanced technical sophistication and reliable delivery times. Robert Connan, 202-377-3465.

Tandem Exhibitions: Electronic Production and Test Equipment, U.S. Trade Center, Paris, Nov. 14-17; Productronica '77, Munich Fair Grounds, Nov. 22-26. U.S. manufacturers may exhibit at either or both shows to increase their share of a Western European market expected to reach $343 million this year. The Paris Trade Center staff will arrange shipment of exhibit material from Paris to Munich in time for the opening of Productronica '77. Don C. Schmadel, 202-377-2920.

Industrial Process Controls and Instrumentation Exhibit. Caracas. Nov. 14-19. Venezuela, buoyed by oil income, is attempting to establish a modern industrial economy in the shortest possible time. Industrial process controls will be playing a major part in this development. By 1978 at least 90 percent of process control requirements will still be filled by imports and U.S. manufacturers are expected to hold a 64 percent share of the $32 million market; this is equal to a 16 percent annual growth rate over the $15 million imported in 1975. Hans J. Amrhein, 202-377-2332.

Mining and Material Handling Equipment Exhibition. U.S. Trade Center, Sao Paulo. Nov. 22-26. Brazil is one of the world's largest repositories of mineral wealth. Massive exploitation is planned between 1978 and 1980 by the Brazilian Government to improve the country's balance of payments. This will offer U.S. manufacturers of mining and materials handling equipment an outstanding export sales opportunity. U.S. exports to Brazil of mining equipment in the period 1973-75 jumped from $50 to $85 million, an increase of 70 percent, and the trend is continuing. Best sales prospects are in exploration, underground, and open-pit mining equipment. Other categories include electronic control systems and communication equipment. Sam Dhir, 202-377-5427.

Electronic Production Machinery, Test Instrumentation and Materials Catalog Exhibition. Brussels. Nov. 26-Dec. 3. In connection with INTERELECTRONIC 77, International Trade Show for Electronic Components and Materials, in Brussels. The Belgian electronics industry is currently expanding at 13 percent annually and therefore must invest in new equipment and technology. As second largest supplier to this growing market, the U.S. electronics industry has an excellent opportunity to increase its share of this market. Greatest potential foreseen by Belgian business managers is in the test instrumentation sector; in addition, test equipment of maximal sophistication and reliability is needed to offset high Belgian labor costs, considered to be the highest in Europe. Special interest is indicated in wiring assembly test equipment, printed circuit board testers, chip evaluation equipment and all types of test and inspection equipment. Best potential for U.S. electronic components is in the sale of semi-conductors, where sales have increased approximatelv 90 percent to an estimated $19.8 million. Catalog Exhibitions Section, 202-377-3973.

Lagos International Trade Fair. Nov. 27-Dec. 11. The Nigerian $50 billion Third National Development Plan (1975-80) makes provisions to improve many inadequacies in economic development. Among areas given primary importance are agricultural development, improvement of the communications network, building and road construction. The Plan allocates $3.6 billion for strengthening of the agricultural sector. There is no local production or assembly of agricultural equipment. Imports are expected to reach $50 million by 1980. Expenditures on expansion of the telephone and telegraph system alone represent a potential market of over $1 billion between 1975 and 1980. Virtually all communications equipment must be imported. Nigeria's rapidly increasing population, as well as its expanding economy as a result of mounting income from oil revenues, has created a boom in the building and construction industry. Reginald F. Biddle, 202-377-4564.

Printing and Graphic Arts Equipment Exhibitions. U.S. Trade Centers: London, Nov. 28-Dec. 1, and Stockholm, Dec. 6-9. Designed to feature a broad range of equipment with good sales potential in the U.K. and Scandinavian markets. Market research recently conducted in the United Kingdom and Scandinavia has identified opportunities for U.S. producers of printing and graphic arts equipment. In the United Kingdom, the level of investment in 1976 in graphics industry equipment reached $88.0 million; it is expected to increase 36 percent to $119.7 million in 1981. In Scandinavia, also a dynamic market, sales are expected to increase by approximately 27 percent to $175 million in 1981. These tandem exhibitions offer cost-conscious executives attractive opportunities to exhibit in two major European markets. While tandem participation offers a distinct marketing advantage, you can elect to participate in either one or both exhibitions. William G. Stepp, 202-377-4602.

Hospital & Medical Equipment Exhibition. U.S. Trade Center, Taipei. Nov. 28-Dec. 2. Features high technology machinery, equipment, systems, fixtures and technical support supplies for a wide range of medical, surgical and health-care industry requirements on Taiwan. Growing numbers and constant upgrading of hospitals, institutions, clinical labs, medical centers, research centers, mobile & rural health-care/screening centers, emergency centers and vehicles point to the value of this event. A recent market study projects that by 1980 U.S. suppliers will enjoy almost $6.5 million in direct sales to Taiwan for the specific products in this event theme. Equipment in demand includes: cardiological, pulmonary, pediatric, renal, neurological, ophthalmological, operating suite, emergency room, intensive-care patient monitoring & support, clinical lab testing/processing/analyzing/recording/data systems for management control & support. Dave Horridge, 202-377-2798 or 5545.

Agribusiness Seminar Mission to Ivory Coast, Cameroon and Zaire. December. Will highlight advanced U.S. equipment, techniques and systems for agricultural development. Self-sufficiency in food production is a primary goal in current development plans for all three countries. Major efforts will be made to increase volume of export crops (corn, coffee, cocoa, oil palm, cotton and sugar cane). In the Ivory Coast, sugar cane was not cultivated until 1975. The Ivorian sugar cane crop is projected to exceed 2 million tons by 1980, representing a 20-fold increase. Agribusiness projects in Cameroon include $9.2 million for rice production, $7.5 million for sugar and $14.5 million for livestock. Zaire plans public expenditures of $80 million during 1975-80 for expansion of production of palm oil, cotton, maize, fish and livestock. To participate in the seminar call Jonnell Jacobson, 202-377-4918.

Electronic Data Processing Seminar Mission. Algeria, Tunisia and Syria. December. The rapidly emerging economies of North Africa and the Middle East are looking to U.S. EDP technology as a vehicle to facilitate and implement their ambitious development programs. The Algerian EDP community considers itself capable of absorbing the full impact of the latest technology and considering it for implementation. Use of computers in Tunisia is growing. The Tunisian Government is adopting modern systems analysis techniques which will certainly bring in more than the 50 medium-to-large computers now operating in Tunisia. Syria is beginning to enter the computer age and the country is showing signs of making greater investments in computer technology. Computers have the potential for wide across-the-board application throughout the developing Syrian economy. Contact Geoffrey H. Walser, 202-377-2973.

Building Materials and Equipment Exhibition. U.S. Trade Center, Tehran. Dec. 4-8. The Iranian Government is committed to an intensive housing construction program that offers excellent opportunities for U.S. firms in the areas of building materials, prefab components, plumbing, fixtures, hardware, tools, and related equipment. Some $3.4 billion has been allocated for the construction of 800,000 housing units during the 1973-78 period. Plans call for 3.7 million housing units to be built by 1991. The market for building and construction materials and equipment is growing at an annual rate of 35 percent. Call Bill Monroe, 202-377-2952.

Business Equipment, Computers and Peripherals Exhibition, Caracas. Dec. 5-10. The Venezuelan market for business equipment is expected to grow at an average rate of 28 percent during the 1976-79 period, a pace which will boost annual consumption from $67 to $140 million. Demand will be fueled by a rapid expansion of government services and accelerating modernization of business practices—both stimulated dramatically by substantial recent increases in oil revenues. Venezuela depends almost entirely on imports for business equipment and U.S. manufacturers are by far the leading suppliers to the market. Imports from the United States are expected to double from $41 million in 1976 to $88 million in 1979. Hans J. Amrhein, 202-377-2332/2995.

Computers and Peripheral Equipment Exhibition. U.S. Trade Center, London. Jan. 16-20. Great Britain represents one of the largest single markets for U.S. computers and peripheral equipment. The British computer market in 1975 was estimated at over $700 million and is expected to reach $1.2 billion by 1980, with the U.S. share anticipated to be well over 60 percent. U.S. sales of large, medium and small computers should continue to rise, while mini-computers and peripheral hardware follow a much steeper upward trend. Mini/micro computers also offer outstanding sales opportunities. John L. Wolf, 202-377-3459.

Pollution Control Equipment Exhibition. U.S. Trade Center, Sao Paulo. Jan. 16-20. In June 1976 the State of Sao Paulo put into effect a state law on pollution, the first comprehensive pollution law in Brazil. Imports of air and water purification and pollution control equipment are expected to rise from $38.8 million in 1972 to $72 million in 1978, and the United States is expected to capture more than one-third of the 1978 market. A seminar will be conducted in conjunction with the exhibition; U.S. exhibitors will be invited to participate. Sam Dhir, 202-377-5427.

Chemical and Petrochemical Exhibition. U.S. Trade Center, Tehran. Jan. 22-26. Iranian government planners have placed special emphasis on the rapidly expanding chemical and petrochemical industries. In the next ten years, Iran plans to spend $8 billion on the petrochemical industry alone, and the long-range outlook for other chemical and downstream petrochemical industries is one of accelerated development. In aggregate, Iran will purchase an estimated $177 million worth of chemically associated equipment in 1980, while annual capital expenditures in this field are expected to reach $1 billion by the beginning of the next decade. Contact Don Ryan, 202-377-2952.

Process Control and Instrumentation Exhibitions (Tandem). U.S. Trade Centers, Milan, Jan. 24-27, Paris, Jan. 31-Feb. 3. The Italian process control market is in continuous growth and total consumption will exceed $172 million by 1980. Imports account for over 39 percent of the total market, with the U.S. share to increase 14 percent by 1980. Italian import taxes have been revoked, making Italy a strong market for U.S. firms. French process control imports amounted to $69 million in 1976. The consumption rate is projected to increase by 9 percent annually, with the U.S. import share rising 12-14 percent. Of major market sectors, 15 have been established as good to excellent markets for U.S.-made process control instrumentation. Tandem event will provide widest exposure with minimum investment of time and money. Bill McClure, 202-377-4975.

Licensing, Investment Abroad

GERMANY — Large manufacturer of **games, toys, hobby kits, educational books** is interested in obtaining licensing agreement for manufacture of similar items. Established 1886; employs 750. Firm has subsidiaries in Holland, France, Switzerland. Werner Guels, International Sales, Otto Maier Verlag, Markstr. 22-26, Postfach 1860, D-7980 Ravensburg. Telephone, 751/861; telex, 732 926. P-77808. WTDR.

KENYA—U.S. partners for small to medium-sized investment projects desired. Fields of interest include **fruit, vegetable processing; ceramics; cigars; pumps; food dyestuffs; car-body fillers; automotive belts; engineering hand tools; refined used oil; brake fluid; curtains, laces; transformers; cattle feed; photographic papers; artificial teeth; plastic conduits; insulin; motor vehicle parts.** Official of Kenya Industrial Estates Ltd. will be in U.S. Sept. 12-Nov. 18 for discussions with interested U.S. firms. Overseas Products & Investment Opportunities Staff, Room 4021, U.S. Department of Commerce, Washington, D.C. 20230. P-77809, OPIC.

NIGERIA—Niger State seeks joint venture partners to establish following industries: **furniture; burnt bricks; ceramics; starch and glucose processing; rice production, processing; flour milling; fruit canning.** Ministry of Trade, Industry & Cooperatives, Minna, Niger State. P-77797.

0161, 2033—ARGENTINA — Firm seeks joint venture partner to develop 2,000 to 14,000 acres of land for **vegetable production.** Property is in Province of Cordoba. Robert G. Helguera, Helguera, Mulcahy & Asociados, Bouchard 644, Piso 2, Depto D., Buenos Aires. P-77810.

1499—GREECE—Greek citizen seeks investors and partners with technology to collaborate in **development of perlite deposits** under his ownership in island of Lesbos in Aegean Sea. Land offered is reportedly rich in perlite ore of volcanic nature and economically exploitable. Christadoulos Chorafas, 55 Ermou St., Mytilene-Lesbos. Telephone: 28-182. P-77764. OPIC.

1500, 1600—IRAN—Recently established firm desires U.S. technical partner for **construction of roads, buildings, supporting facilities, pipe lines, mechanical erection and electrical installation.** M. Sahba, Mng. Dir., Khuzitan V.S.L. Construction Co. Ltd., Kuy Zaitoon, Ameri Ave. No. 407, P.O. Box 2/17 Khoramkushk Station, Ahwaz. Telephone: 25493; cable, KHUZISTAN V.S.L. P-77798. OPIC.

1541, 2024, 2643, 3442—SAUDI ARABIA—Firm seeks U.S. joint venture partners to establish **factory to produce polyethylene shopping bags; factory to assemble and install door frames, window frames, partitions, fences; ice cream plant; construction business for commercial, industrial buildings.** Company is recently formed subsidiary of large reputable family owned enterprise. Two officials of company will be in U.S. beginning July 22 for discussions with American firms. Overseas Products & Investment Opportunities Staff, Room 4021, U.S. Department of Commerce, Washington, D.C. 20230. P-77813. OPIC.

1781—SAUDI ARABIA—Seeks joint venture with U.S. contractor **specializing in water well and foundation drilling.** Saudi firm is prepared to contribute 60% to 70% of capital investment. Company presently engages in foundation piling, supplies earthmoving equipment to government and private projects. Mansour M. Al-Fadl Est., P.O. Box 4304, Jidda. P-77806. OPIC.

2000—CANADA—Established food processor seeks licensing or joint venture agreement to manufacture **food or liquid pharmaceutical lines.** Firm also interested in packaging from bulk. It currently produces jams, jellies, marmalades, ketchup, related tomato products, fruit pie fillings, donut fillings, dry powder mixes, pickles, olives, relishes, peanut butter. Company was established in 1882; employs 500 persons. Exports to Barbados, Trinidad, Australia, France. Llewellyn S. Smith, Business Development Mgr., E. D. Smith & Sons Ltd., Winona, Ontario LOR 2LO. Telephone: 416-643-1211. P-77811.

2033—BRAZIL—**Fruit, vegetable canning company,** with first-class clientele in domestic and international markets, open for negotiations with U.S. firms willing to invest in Brazil. C. H. Mallet, Praia do Flamengo 278, Apt. 62, Rio de Janeiro. P-77766. OPIC.

2033—CHILE—Entrepreneur plans to instal plant for **processing apples into juice, cider, sauce, pie filling, slices, rings, chips.** Contact is sought with U.S. manufacturers of apple processing machinery. Pedro Correa Opaso, Banco Espanol-Chile, P.O. Box 76-D. Cable: ESPABANCO, Santiago. P-77799.

2033, 2087, 3551—CHILE—Largest producer of **jellies, puddings, beverage powder, ice cream powder** seeks U.S. licenses to produce similar products. It also needs to buy packaging machinery to expand present production. Established 1930, firm employs 120. Productos Aurora S.A., P.O. Box 3159, Camino A. Melipilla 13250, Santiago. P-77767.

2033—EGYPT—General Manager of El-Nil Co. for Export of Agricultural Products informs that he is in process of forming private company for cattle husbandry, poultry rearing, and a cannery. The individual owns 20 acres of agricultural land; is interested in joint venture with U.S. firm experienced in **vegetable and fruit processing, canning.** Prepared to offer land, buildings to house both plant and labor, management and marketing outlets in exchange for know-how, canning machinery, etc. Mounir Adel Amer, Mgr., El-Nil Co. for Export of Agricultural Products, 49 Abdel Kerim El Khattaby St., Ibrahimieh, Alexandria. P-77765. OPIC.

2492—PORTUGAL — Seeks license, joint venture or turnkey arrangement to produce **particleboard, chip board or any type of pressed wood and wood products.** These include outdoor and indoor panels, furniture, doors and window frames, ceilings and floors, prefabricated wood homes. Minimum required production capacity is 10,000 tons anually to supply expanding construction industry. Company operates as light-, medium- and heavy-concrete prefab contractors. Employs about 950; annual sales estimated at $16.6 million. Engineer Alvaro Fernandes, Planning Dept. Dir., SOMAPRE-Sociedade Materials Pre-Esforcados, SARL, 83-2 Ave. da Republica, Lisbon 1. Telex: 16592—SOMLIS-P; telephone, 760045. P-77768.

2842—UNITED KINGDOM — Seeks licensing arrangement for production of **cleaning products for toilets, drains, metal surfaces, vehicles.** Firm presently manufactures, packages industrial chemicals and proprietary products to clients' specifications. Established 1969. G. C. Yeomans, Gen. Mgr., Woburn Chemicals Ltd., Chesney Wold, Bleak Hall, Milton Keynes, MK6 1LQ, England. P-77815.

2869, 3569—SWITZERLAND — Seeks licenses for **new techniques and products to substitute for fluorocarbon aerosols,** such as pump systems or acceptable aerosol fillings. Employing 180, company is Switzerland's most important firm for custom aerosol filling. It manufactures its own machinery and equipment for aerosol fillers. A. Dick, Vice Dir., Aerosol-Service AG, Weilstr. 12, CH-4125 Riehen. P-77763.

2891—SPAIN—Small firm seeks license or joint venture to manufacture, market **hot melts, other adhesives.** Company presently manufactures, distributes adhesives, paperboard, paper lacquers and finishes. Has considerable experience in adhesives; believes there is good potential in Spain for hot melts. Enjoys good financial and business reputation. Ricardo de la Rua, Mgr., Industrias Rama, S.A., Vallirana 40 bis, Barcelona 6. WTDR. P-77807.

3011—KENYA—Kenya Industrial Estates Ltd., Government company responsible for promotion of small and medium-scale industry, is seeking joint venture arrangement with U.S. company to produce **tire patches** with local African interests. Theo Schroll, Proj. Mgr., Kenya Industrial Estates Ltd., P.O. Box 18282, Nairobi. P-77769. OPIC.

3079, 3200, 2279—KUWAIT—Consortium, led by Kuwaiti investors, has established and registered in Sharjah a limited public shares company. Firm's stated objective is to establish factories in following areas on either turnkey or joint participation basis: **chrome, glass, plastic houseware and building material items, carpet, bricks.** Interested U.S. companies should contact: Abbas Ali-Al-Hazeem, P.O. Box 273, Kuwait. Cable: MABROUK, Kuwait; telephone, 819622. WTDR. P-77812.

3079, 3292—PORTUGAL — Seeks joint venture partner with technical know-how to establish plant to produce preferably **vinyl asbestos mosaic tiles or alternately all vinyl tiles.** Tile size would be 2 mm. x 1.6 mm., production capacity required is 500,000 sq. m. annually. Firm established 1954; operates as light-, medium-, heavy-concrete prefabrication contractors. It employs 950, has annual sales of $16.6 million. Engineer Alvaro Fernandes, Planning Dept. Dir., SOMAPRE—Sociedade Materiais Pre-Esforcados, SARL, 83-2 Ave. da Republica, Lisbon 1. Telex, 16592-SOMLIS-P; telephone, 760045. P-77770.

3261, 3431, 3452, 3429, 3949, 3944—ECUADOR—Seeks joint venture arrangement for manufacture of **bathroom equipment (e.g., sinks, bathtubs, walls, flooring); hardware (e.g., hinges, screws, nuts, draw latches); children's toys (metal, wooden, plastic, etc.).** Firm wishes to acquire dies and technical know-how for production of these items, but will consider

offers of complete plants, for which it will supply site and any additional construction necessary. Established 1945. Gustavo Grijalva Ortiz, Grijalva & Cia. Olmedo, 560 Y Bustamante, Casilla 162, Quito. Telephone: 210369 or 213959. Cable: GRIJALVACO. P-77816.

3292—PORTUGAL—Seeks joint venture arrangement, technical know-how to install complete **3-roller asbestos-cement plant** for manufacture of roofing tiles, corrugated, flat and sandwich type plates. Output would be approximately 7,500 sq. m. per day. Firm is also interested in second stage expansion to increase production and include other asbestos-cement products such as pipes. Machines required include automatic conveying equipment, stackers, molds, grinding and decanting machinery, presses, cutting equipment, painting and vacuum facilities. Established 1954; employs 950, has over $16 million in annual sales. Company operates as light-, medium- and heavy-concrete prefabrication contractors. Engineer Alvaro Fernandes, Planning Dept. Director, SOMAPRE—Sociedade Materiais Pre-Esforcados, SARL, 83-2 Ave. da Republica, Lisbon 1. Telex, 16592-SOMLIS-P; telephone, 760045. P-77771.

3313—INDIA—Seeks technology to **produce ferro chrome lignosulfonate and alpha cellulose** for use in petroleum, fertilizer, pesticides, ceramics, other industries. Will consider joint venture collaboration, is prepared to import essential equipment. Firm is a leading manufacturer of surgical dressings with annual sales of 2.5 million rupees. Has recently established separate chemicals division and has begun production of alpha-cellulose from textile wastes. P. R. Banerjee, Consultant for Jayer & Co., 12B Netaji Subhas Rd., Calcutta 700001. Cable: BANDAGES, P-77800. OPIC.

3316—MALAYSIA — Organization, responsible for industrial and economic development in State of Sabah, is interested in collaborating with U.S. investors for manufacture of **mild steel round bars, mild steel flat bars, angle bars.** Initially, planned annual production is about 20,000 tons of mild steel round bars in sizes ½ in., ⅝ in., ¾ in., ⅞in. and 1 in. for local consumption. Maximum output, 40,000 tons per year. Factory site of 15 acres has been acquired. U.S. participation may be in form of machinery and equipment as well as technical know-how. Sabah Economic Development Corp. (SEDCO), 1st Floor, Central Bldg., P.O. Box 2159, Kota Kinabalu, Sabah, East Malaysia. P-77772. OPIC.

3400—SPAIN — Owner, stockholder of several small and medium size industrial **metalworking plants** seeks joint venture partner to provide capital in one of his small plants in city of Irun to introduce regular production of specific U.S. product line. Julian Echevarria Zubia, Manager, Castellanos y Echevarria, S.A., Edificio ANAKA, Barrio ANAKA, Irun, Guiprizcoa. P-77773.

3400—UNITED KINGDOM—Firm is interested in manufacturing under license **steel pressing components and assemblies for automotive and allied trades,** also metal pressings and stampings, brake assemblies for conveyor industry, other fabricated steel products such as solar energy units where presswork and assembly work are involved. Employs 150. R. L. Davies, Dir., Associated Steels & Tools Co. Ltd., Union Mill St., Horseley Field, Wolverhampton, West Midlands WV1 3DP, England. P-77801.

Licensing and investment proposals from foreign firms are listed in these columns. Specific product interests in each proposal are highlighted in bold type to facilitate identification and each proposal is preceded by the appropriate four-digit product number taken from the Standard Industrial Classification (SIC) Manual.

Background information on opportunities abroad and assistance on overseas investments are available from the Overseas Products and Investment Opportunities Staff, Room 4021, U.S. Department of Commerce, Washington, D.C. 20230. "P" numbers should be used when responding to any of the specific proposals listed.

WTDR indicates that a World Traders Data Report containing financial and background information on the foreign firm is available for $15 from the Export Information Division, Room 1033, U.S. Department of Commerce, Washington, D.C. 20230. WTDR request forms may be obtained from any Commerce District Office.

OPIC indicates that the country involved is eligible for investment insurance coverage and financing from the Overseas Private Investment Corporation. Information regarding applicable coverage may be obtained from OPIC, Washington, D.C. 20527.

3400—UNITED KINGDOM—Firm manufacturing **welded and fully-machined fabrications** for all types of industry, is interested in manufacturing under license product compatible to its present activity. Firm has 50 years of subcontracting experience to place at disposal of on-shore and off-shore engineers. It currently supplies fabrications to many large U.K. companies; is also working for several U.K. subsidiaries of important U.S. companies in heavy construction, engineering field. Employs 100. Alex Gill, Technical Rep., J. F. Appelbe & Co. Ltd., Littlefair Road, Hedon Road, Kingston-upon-Hull, HU9 5LN, England. P-77802.

3441—MEXICO — Manufacturer of **steel structures for construction industry,** seeks financial assistance through joint venture arrangement, or alternatively sale of plant. Plant is located in Toluca. It contains soldering machines, machinery for manufacture of dies, etc. Sr. Jose Marcial Del Prado, Construcciones Metalicas Prado, Lerdo Poniente 504, Toluca Estado De Mexico. Telephone: 5-35-47. P-77774.

3442—BELGIUM—Small firm interested in joint venture arrangement to produce **aluminum window frames and aluminum walls.** For further information contact: Edgard De Vleeshouwer, Consul, Consulate General of Belgium, Industrial Section, 50 Rockefeller Plaza, Suite 1104, New York 10020; telephone, 212-586-5110. P-77775.

3446—THAILAND — Interested in joint venture to produce **decorative metal hardware for furniture.** Sought of an American participant is technical know-how, manufacturing equipment. Somsak Charoenlarp, Mng. Dir., AICE Enterprises (Thai) Co., Ltd., 35/9 Rajdamri Road, Charlermloke Shopping Center, Bangkok. P-77817. OPIC.

3452 — GERMANY — Manufacturer of **slotted and recessed screws** (machine, wood, self-tapping, self-cutting, special harded steel screws) is interested in cross licensing agreement for production of screws and allied products. Firm is organized as limited partnership; presently employs 330 plus three traveling salesmen, 10 agents. It sells its products throughout Europe. Werner Chr. Berger, Dipl. Kfm., Mgr., L & C Arnold GmbH, D-7119 Forchtenberg-Ernsbach. Cable: LCAE; telex, 74441; telephone, 7947/2011. WTDR. P-77776.

3494—INDIA—Seeks license to manufacture **industrial valves for domestic and export market.** Product interests include lubricated plug valves (taper and parallel plug type); glass rubber lined and diaphragm valves; bellows sealed valves; solenoid valves; metering valves for precise control and regulation of liquid and gas flows. Firm is affiliated with major Indian group (employs over 6,000) which has interests in shipping, steel, hotels, construction. It already makes certain types of valves and steel castings. B. N. Banerjee, Mgr. (Marketing), Apeejay Steels Private Ltd. (ASPL), Apeejay House, 15 Parliament St., New Delhi 110001; cable, APEEJAY, New Delhi; telex, 031-2298 A/B APEEJAY-ND. P-77777. OPIC.

3500—FRANCE — Very large company specializing in mechanical and hydraulic manufacturing seeks to diversify. Major products include dumpers, cranes, hydraulic shovels, valves and filters, mining equipment, cargo loaders. Is interested in licenses to produce **hydraulic and mechanical components for machine tools, public works equipment and special vehicles,** which would be complementary to present line. Also interested in starting manufacture of fully new line of heavy equipment for distribution through its marketing structure. Company has 115 representatives in 41 countries. Employs 3,600, reports annual sales of $110 million. Also has foreign affiliates, licensees. J. d'Issignies, Pres., Bennes Marrel S.A., BP 56, 42160 Andrezieux-Boutheon. Additional information available from Overseas Products & Investment Opportunities Staff, Room 4021, U.S. Department of Commerce, Washington, D.C. 20230. P-77819.

3511, 3563—MEXICO — Seeks licenses, technology to manufacture, market **centrifugal compressors, steam and gas turbines and centrifugal pumps.** Firm is a leading producer of heat exchangers, condensors, evaporators and pressure vessels for Mexican government oil, electricity companies. According to Mexican firm, with exception of centrifugal pumps which are produced in insufficient quantities in Mexico, the other products are not presently made locally. Company will also consider joint venture. Employs 500. Guillermo Padron, Division de Procesos Industriales, SWECOMEX, S.A., Calle 5 No. 899, Zona Industrial, Guadalajara, Jalisco. WTDR. P-77778.

3519—TURKEY — Firm seeks to expand engine line through license to manufacture **gasoline and diesel engines up to 80 hp.** Product interests include gasoline engines under 11 hp., gasoline engines 11-80 hp., diesel engines to 80 hp. Company has extensive experience in manufacture of small stationary engines as well as production of motorcycles and assembly of automotive engines. Expansion program will increase present an-

nual capacity from 16,000 to 40,000 units. Company casts and machines engine blocks and crankcases, purchases other parts. Has prepared detailed market study. Excellent reputation. Ahmet Sirman, Commercial Mgr., Celik Montaj Ticaret Ve Sanayii A.S., Emirler Sokak 3/1, Sirkeci, Istanbul. Cable: CELIKMONTAJ; telex, 22564 JAWA TR; telephone, 255005. P-77779. OPIC.

3523—UNITED KINGDOM — Seeks to manufacture under license **grain drying and associated equipment.** Is member of group of firms producing grain driers, industrial washing machines, electric control panels. Agricultural line is sold through 100 agent/dealers to Europe, Australia, Africa. Employs around 80. Graeme Ford, Mng. Dir., Allmet (Agricultural) Ltd., Ford House, Richardshaw Road, Pudsey, West Yorkshire LS28 6RZ, England. P-77780.

3523 — UNITED KINGDOM — Seeks licenses to manufacture **vegetable harvesting and handling equipment.** Presently specializes in vegetable handling machinery. Produces cabbage harvesters, agricultural conveyors, bulk hoppers. Employs 15. David C. Goodge, Mng. Dir., Power Aid (Anglia) Ltd., 43 Sedge Fen, Lakenheath, Suffolk IP27 9LQ, England. P-77781.

3523—UNITED KINGDOM — Small firm seeks licenses to manufacture **agricultural and fixed equipment, including grain drying, bale handling, lifting storage and related products.** Is member of group engaged in mechanical and aeronautical engineering, spinning. Employs 15. L. A. Compton, Dir., Cornercroft (Agriculture) Ltd., Coldham Road, Coningsby, Lincoln LN44SA, England. P-77818.

3532—GERMANY—Interested in licenses to produce **pneumatic handling and stowing equipment for mining industry.** Machinery can operate on either rotary or pressure valve systems. Founded in 1952, company makes crushers, particularly for coal mining, seeks to expand its product line. It has annual sales of about $10 million, employs 250. Georg Schulenburg, Maschinenfabrik Karl Brieden & Co. KG., Ettersheide 64, 4630 Bochum. P-77803.

3531—UNITED KINGDOM—Firm seeks to manufacture under license the following types of machinery and/or components: **crushing, screening plants for steel slag, steel fabrications and structures, machined parts and fabrications, part or complete manufacture of mechanical machine involving fabrication, machining, assembly.** Firm presently manufactures crushing and screen plant for steel slag and various steel fabrications. It undertakes repair, overhaul, rebuilding of excavators, dumpers, loading shovels. Firm employs 150. R. W. L. Wilkinson, Mng. Dir., Meadowbank Engineering Ltd., P.O. Box 51, Meadowbank Road, Rotherham S61 2D&, South Yorkshire. P-77782.

3546—CANADA — Private organization has been engaged by provincial government to conduct study into feasibility of establishing new **hand tool manufacturing operation** in Canada. Work has involved detailed examination of (a) existing tool products purchased by Canadian market; (b) present sources of supply; (c) feasibility of manufacturing selected categories of non-powered hand tools (hammers, pliers, sockets, etc.). Organization is compiling list of potential investors who possess proven expertise in related manufacturing or who are willing to consider financial backing of such an undertaking. For further details contact Robertson, Nickerson Group Associates Ltd., Consulting Engineers, 56 Sparks St., Ottawa, Ontario KIP 5A9. P-77804.

3554—GERMANY—Seeks licenses to produce **machinery for pulp and paper industries.** Product interests include waste paper pulpers, mechanical de-inking equipment, water purification equipment, conical low density cleaners for thin stock and hot preparation systems for wet strength paper. Established 1945, firm makes stock preparation machinery for paper and board mills. Adequate plant facilities including foundries. Employs around 100. Alexander Hett, Mgr., Maschinenfabrik und Giesserei A. Hett GmbH, Hauptstr. 50, D-8764 Kleinheubach/Main. P-77783.

3555—GERMANY—Well established producer of copying machines, graphic arts and paper processing equipment plans to expand. Seeks license to manufacture newly developed **computerized graphic arts machinery.** Employs 130, markets worldwide. J. Horstmann, Krause-Biagosch GmbH, Postfach 140560, Paul-Schwarze-Str. 5, 4800 Bielefeld 14. P-77784.

3559—FRANCE — Seeks to manufacture under license **mining and ore processing machinery, public works equipment, heavy valves, machinery for rubber and chemical industry, hydraulic machinery, equipment for making earthenware and stoneware, water purification apparatus and cement and concrete machinery.** Firm fabricates steam turbine castings and valves, supplies power plants, shipbuilders and heavy engineering industries. Operates steel foundry. A. Galas, Dept. Mecano-Soudage & Ensembles—Service Commercial, Societe Des Ateliers & Founderies De Tamaris, B.P. 212—30103 Alex Cedex, France. Telephone, 66-52-13-94; telex, 490 046. P-77805.

3559—SWITZERLAND—Seeks license to manufacture, market in Middle East **automatic bottle cap (metal) producing machinery.** Inside of cap must be plastic lined. Machine should have capability to handle all related operations automatically. Michel Bouverat, Pres., Allfinter AG, 72 Blvd. St. Georges, 1205 Geneva. P-77785.

3563—INDIA — A leading manufacturer of industrial machinery plans to expand **compressor line.** Is going to produce either screw compressors or reciprocating non-lubricated compressors in capacities up to 4,000 c.f.m. and pressures up to 15-20 kg./cm. 2. Seeks U.S. licensor to supply technical know-how. According to Indian firm, potential domestic demand for these types of compressors is valued at around $5-6 million annually. Presently company makes rotary air compressors (up to 3,000 c.f.m.), rotary blowers, water ring vacuum pumps, industrial vacuum cleaners, blow molding machines. Is member of business group with wide international business experience. Has licensing agreements with several major foreign firms. B. I. Joshipura, Chief Executive, Sales and Administration, SLM-Maneklal Industries Ltd., Vaswani Mansion, Dinshaw Vachha Road, Marine Lines, Bombay 400 020. Telex, 2513; cable, SWISSDISEL. P-77786. OPIC.

3585—FRANCE—Seeks license to manufacture **small air conditioning units for pleasure boats.** Firm presently produces, installs air conditioning systems. Marketing territory covers southern France. Company is well managed, enjoys good commercial reputation. Robert Beranger, Gen. Mgr., Air Conditionne Service, SARL, 90, Blvd. Wilson, 06600—Antibes. P-77787.

3589—SWITZERLAND — Firm seeks license to manufacture **complete automatic coffee machines** for institutional use. Machine must use fresh coffee powder or be equipped with built-in system for milling of fresh coffee beans. Also interested in **mechanical systems which could be built into line of semi-automatic coffee machines** currently produced by company. Firm is medium-sized, well established in restaurant, hotel industry. Has its own sales, servicing organization. Joseph Schumacher, Pres., J. Schumacher, Apparatebau, 5200 Windisch-Brugg. P-77788.

3589—TAIWAN — Seeks licensing agreement for manufacture of **garbage treatment plants.** Firm maintains good connections with government agencies, is prepared to bid on several multi-dollar garbage treatment projects. Taipei City Government plans to build two 150 ton per day garbage treatment facilities, fall 1978. Company designs, produces, erects complete plants and machinery for cement and related industries. Interested firms should reply to Commercial Section, U.S. Emb., No. 2 Chung Hsiao West Road, Second Section, Taipei. P-77789. OPIC.

3674—GERMANY—Local professor is developing techniques for application of **solar energy** to community consumption of hot water. He seeks assistance in moving his projects from abstract to concrete. Has developed standardized, nesting glass bottle that forms the heart of his solar collector devices. He believes bottle is more efficient at trapping heat in sun's rays and transferring it to circulating medium. Has drawn up plans for community heating system using his solar collectors. For more details write: Guenter Schoell, Forschungstitut fuer Energietechnik, Hauffstr. 14, D-7441 Wolfschlugen. Telephone: 07022/52505. P-77790.

3674 JAPAN—Seeks license to produce **inexpensive urethane solar energy collection panels.** Will purchase necessary machinery from U.S. licensor. Japanese firm is a leading manufacturer of rubber tires, other rubber and urethane products. Operates eight plants, branch offices in major cities. Koichi Tada, Mgr., Int'l Technical Projects Div., Toyo Rubber Industries, Ltd., 17-18 Edobori 1-chome, Nishi-ku, Osaka 550. Telephone, Osaka 06-441-8801; cable, OLYMP OSAKA; telex, 524-5479 TOYO HJ. P-77791.

3811—SPAIN—Seeks licensing agreement for manufacture of **plastic disposable materials and supplies** for analysis, to be used by clinical laboratories. Firm is manufacturer, distributor, importer of surgical, medical instruments, laboratory glassware. Antonio Tornos, Mgr., Mediclinics, S.A., San Quintin 134, Barcelona 13. WTDR. P-77795.

3944—GERMANY — Seeks exchanges of know-how and licenses with U.S. firms for production of **plastic hobby articles and possibly also hobby items from other materials.** Established 1957, employs 90; annual sales, $4.3 million. Manufactures large variety of plastic products, has added new hobby article division. Lothar Reif, Reif Hobby-Technik, Kolpingstr. 2, D-7850 Loerrach. Telephone, 7621/8036; telex, 773516. WTDR. P-77741.

4200—NIGERIA — Established firm involved in **clearing, forwarding, haulage** seeks collaboration with U.S. firm already in the field. Director, Chief Kola Balogun, seeks matching direct investment. Company was founded in 1977; employs 18. Chief Kola Balogun, MB International Freight Services Ltd., 13, Shyllon St., Ebute Metta, Lagos. or P.O. Box 7995, Lagos. WTDR. P-77796.

5541, 7011, 7538—SAUDI ARABIA—U.S. firm sought to manage **two transport service facilities** to be constructed in Jidda and Yenbo. Facilities will include small motel, restaurant, swimming pool, full service truck, automobile maintenance workshop. Hashim Ali Madni, Mng. Dir., Int'l Trading Establishment, P.O. Box 5778, Jidda. P-77792. OPIC.

5812—YEMEN ARAB REPUBLIC—Firm seeks connections with U.S. operator of **fast-food restaurant chain.** U.S. firm would provide management, training. Abdulla Al-Shabba, Mareb Trading & Development Co., Ltd., P.O. Box 189, Sanaa. Telex: 306 BASHAR, YE. P-77793. OPIC.

7311—MEXICO—Joint venture arrangement is sought with medium-sized U.S. international **advertising agency.** Firm is member of Mexican Advertising Association. It has creative and administrative departments with total staff of 15. Sr. Francisco Fernandez, Gen. Mgr., WAM, S.A., Londres No. 25-64, Mexico 6, D.F.; telephone, 905-548-9728, or 905-550-6455. P-77794.

Licensing In U.S.

For additional information on these opportunities to manufature foreign firms' products in the United States under an investment, joint venture, licensing, or representation agreement, write to the Domestic Investment Services Staff, Bureau of International Commerce, Room 4020, U.S. Department of Commerce, Washington, D.C. 20230 (202-377-5361), referring to the appropriate file number.

U.S. Representation

AUSTRALIA—Fold-up rocking chair. P. H. Touzeau, Sands & Touzeau, 240 Mary St., Richmond, Vic., 3121. File 3452.

Investment

FRANCE—Electrical plugs, sockets, for industrial use. Small company wants to establish assembly plant in Southeast U.S. Gilles Marechal, or Export Dir., R. H. Braechman, Societe Marechal, 92 Ave. de St. Mande, 75012 Paris. File 3453.

GERMANY—Induction casting equipment for jewelry trade. German firm is engaged in metal smelting. Wishes to establish own company in Providence, R.I. area. Firm plans to produce electronic parts of its equipment soonest. For this purpose, a few electronic engineers would be required. Presently employs 19 persons. Annual sales volume, DM 2 million. Only 8% of its products are sold in Germany; remaining 92% are exported throughout world. Mr. Schultheiss, INRESA-Alfons Schultheiss KG, Grenzweg 9, D-7543 Englesbrand 3-Salmbach (nr. Pforzheim). File 3454.

Joint Venture

AUSTRIA—Trailers for farm tractors. Large firm wishes to contact companies to discuss U.S. assembly or manufacture of components for its line of self-loading/cutting forage trailers for all types of crops. Robert Roller, Steyr-Daimler-Puch A.G., Kaerntnerring 7, A-1010 Vienna. File 3455.

GERMANY — Woodworking machinery. Large manufacturer offers saw sharpening machines, automatic sharpening machines for gang and band saws, setting machines, swaging machines, hardening and equalizing machines, roll saw stretchers and knife sharpening machines for joint venture manufacture in U.S. Commercial Section. American Con. Gen., Urbanstr. 7, D-7000 Stuttgart 1. File 3456.

SWEDEN—Self unloading systems for bulk carriers offered to company active in marine engineering, preferaby Great Lakes area. Stig Bjorkman, Swedish Trade Commissioner, 17117 West Nine Mile Rd., Suite 709, North Park Plaza, Southfield, Mich. 48075. File 3457.

Licensing/Joint Venture

GERMANY—Nuclear reactor vessels, related equipment. Firm is offering agreement to U.S. firms in nuclear technology for vessels made of ring-shaped segments which are claimed to be more economical and safer alternative to pre-stressed concrete vessels. Range of application also extends to chemical industry and includes thermal shields for high-temperature reactors and segment coverings for light-water reactors. Ingenieur-Buero fuer Anlage-u. Reaktortechnik N. Janakiev, Thywissenstr. 60, 4150 Krefeld. File 3458.

Licensing

AUSTRIA—Large mobile heating unit, oil fired thermal radiation. Device is half-moon shaped, mounted on wheels, has heater range of 120,000 to 1 million B.t.u./hr. Can be used in warehouses or as external heaters at building sites. Otto Steckelhuber, Austrian Trade Commissioner, 845 Third Ave., 21st Floor, New York 10022. File 3459.

AUSTRIA—Light walls. Patented foil core is sandwiched between two glass or plastic panes, the whole being hermetically sealed. Light goes through, heat does not. Otto Steckelhuber, Austrian Trade Commissioner. 845 Third Ave., 21st Floor, New York, 10022. File 3460.

AUSTRIA—Sterilization of adhesives for human and animal tissues. Process includes gamma radiation of adhesive at low temperatures. Process thus treated retains low viscosity for months, indicating that no polymerization has taken place. Company is offering to license technology for the process, which has been patented in most industrialized countries of world. U.S. Patent No. 3,704,089. Dr. G. Widtmann, Patent Dept., Lenaugasse 10, A-1082 Vienna. File 3461.

AUSTRIA—Trap shooting. New device that launches targets of ice instead of clay. Advantages are reduced cost for targets and absence of debris littering shooting range when clay targets are used. Is fully automated, does not require attendance during target practices or competitions. Operates on 110 v. a.c. electric current. Helmut Gass, Maschinenbau u. Kunststoffverarbeitung, Wiener Neustaedter Str. 39, A-2490 Ebenfurth. File 3462.

GERMANY — Food vending machines, money changers. Jochen Schwarze, Hollmann KG, Brockhagener Str. 197, 4800 Bielefeld 14. File 3463.

GERMANY—Concrete products machinery, related equipment. Saws for cutting large marble blocks and for concrete products conveying equipment. Herbert Mattner, Henke Maschinenfabrik KG, Postfach 100348, 4970 Bad Oeynhausen-Holtrup. File 3464.

GERMANY—Cokery machinery, equipment. U.S. partner should be small to medium-sized machinery manufacturer in 50- to 100-employee range with crane capacity of 20 t. and crane hook height of at least six meters. Plant equipment should include a horizontal boring mill with spindle diameter of 120mm., lathe with turning diameter of 1,000mm., and planing machine. Firm in one of the U.S. cokery industry centers would be preferred. Distribution in the U.S. and, possibly, in Canada and Latin America would be handled by German company which might also consider financial participation with the U.S. partner. Economic/Commercial Section (File #11), American Con. Gen., 5 Cecilienallee, 4000 Duesseldorf 30, or Box 515, APO New York 09080. File 3465.

GERMANY — Mulching machines for fruit-growing, viticulture, agriculture, forestry, communal use, landscape preservation. Patent No. 3,228,443. Herr Alfons Fleck, Mgr., Maschinenfabrik Bermatingen GmbH. D-775 Bermatingen/Bodensee. File 3466.

GERMANY—Heilit sewage plant, Heimo thin diaphragm wall system (subsoil sealing system), **Heilitbau dry diaphragm** (dam sealing system). Highly respected firm constructs buildings, roads, pipelines for industry, municipal and federal agencies, private contractors. Humbert Mahler, Heilmann & Littmann Bau Ag. Postfach 80 09 09, D-8000 Muenchen 80. File 3467.

GERMANY—Coffee making, dishwashing machines. Company is manufacturer of stamped, pressed, drawn metal products as well as hydraulic components. Employs 380; annual sales, about DM 30 million. Herr Hoenig, Heinkel Apparatebau, Bahnhofstr. 79, D-7064 Remshalden-Grunbach. File 3468.

GERMANY—Pipe bend sheets of fire-retardant materials serving as coverings for thermal insulation. British Patent Nos. 1,326,519 and 1,380,809. Manufacturer is prepared to discuss possible royalty payments, possible cooperation with U.S. company. Has staff of 35, lists annual sales of DM 4 million. File 3469.

GERMANY—Equipment used in forest industry. Local manufacturer of winches with electro-hydraulic control and remote control, of twin drum winches with operating wheels, and other machinery, transportation equipment, is interested in finding U.S. manufacturer to consider producing such equipment. Employs 27 persons, 5 representatives. Lists annual sales of DM 3 million. Mr. Adler, Konrad Adler KG, Seilwinden-und Fahrzeugbau, Postfach 33, D-7962 Wolfegg 1. File 3470.

GERMANY—Tool and machine cabinets, workbench arrangements and systems. German firm is interested in discussing with U.S. companies possibility of entering into cooperation agreement for reciprocal distribution and production of products. Reports increase in sales of 40% in 1976; has already reached 50% increase so far in 1977. Gerhard Schick, Wilhelm Bott KG, Postfach 100, D-7160 Gaildorf. File 3471.

GERMANY—Intercom systems, such as door-loudspeaker systems, transistorized

intercom sets and centralized amplifiers, house telephones and accessories, special systems for do-it-yourself use, videoportavox, and zentravox two-way operation systems. Manufacturer is interested in discussing with American companies possibility of cooperation agreement for distribution of its equipment in U.S. Horst Siedle. S. Siedle & Soehne GmbH, Postfach 20, Bregstr. 1, D-7743 Furtwangen 1. File 3472.

GERMANY — Aluminum roller blinds. Easy to handle with aluminum-guided rails and rolled plastic profile. Mr. Riedmueller, Mgr., Alu-Bau GmbH, Walkstr. 3, D-7950 Biberach an der Riss. File 3473.

SWEDEN — Suspension hook, called KAARLO, to be used by slaughter houses, butcher shops, food stores. Makes rough cutting of meat faster, more effective, safer. Kaarlo Korhonen, Kaarlo's Import-Export, Saterivagen 18, S-161 70 Bromma. File 3474.

SWEDEN—Two-stage thermal reactor. Through specific partial pressure and ideal turbulence between two turbulence cones in step 1 of reactor, all hydrogen chloride material such as oil, coal, peat, bark, tires, sediments, and other wastes containing hydrocarbons in air are converted to a methanized gas for complete oxidation in reactor step 2. Reactor is claimed to be environmentally clean, odorless, soot and smoke-free; has no moving parts, requires no adjustments. Allan Inovius, International Technical Consulting Bureau (ITC), Box 1188, S-262 01 Angelholm. File 3475.

SWEDEN—Medicated applicators for eye treatment, substituting for conventional eye drops. Rod applicator is easy to handle; patient may remain seated during administration of preparation; the considerable hygienic risks involved in using traditional eye drop bottles are avoided; dry preparations are considered to keep longer. Rod applicator is patented in Sweden and U.S. David S. Alani, Lakarhuset, Sodra Vagen 27, S-411 35 Goteborg. File 3476.

SWITZERLAND—Novelty vine-fastening clip, used by horticulturists, wine-growers, gardeners. It is patented in Switzerland and West Germany. F. Meyer, Pres., Multi Marketing Services SA, Laufenstr. 82, 4002 Basel. File 3477.

SWITZERLAND—Tig welding machines, for manual or automatic operation, consisting of an independent power supply unit, push-button system for control of plasma gas and shielding gas, water cooling system, a welding current power source, current source for the pilot arc, selector switches for small plasma torches, related control cables, torches, etc. Dr. Fernand Pasche, Exec., Dir., Secheron Soudure SA, 1196 Gland. File 3478.

UNITED KINGDOM—Bus bodies. Set of complete bus components easily and quickly assembled into single and double decker buses on any chosen chassis. Richard G. West, Dir., Bus Div., Metal Sections Ltd., Birmingham Rd., Oldbury, Warley, West Midlands B69 4HE. File 3479.

The following trade opportunities are based on reports received from the U.S. Foreign Service—Department of State by the Trade Opportunities Program, Room 2323, U.S. Department of Commerce, Washington, D.C. 20230. The commodities in which foreign firms have interest indicated by codes 0111-1799 and 4011-8999 are based on the Standard Industrial Classification Manual, 1972; codes 20 through 39 come from Numerical List of Manufactured Products (New 1972 SIC Basis), MC72-1, 2. Codes beginning with 99 are from the TOP coding system.

U.S. firms should be aware that the listing in Commerce America *of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the Department of Commerce pursuant to the Department's Export Administration Regulations. Applicable export licensing regulations must be followed.*

Every effort is made to include only traders with good reputations. However, the Department cannot be responsible for any trade relations.

WTDR indicates that a World Traders Data Report on this specific firm is available at $15 from the Export Information Division, Room 1033, U.S. Department of Commerce, Washington, D.C. 20230. A WTDR is a trade profile which contains commercial information including financial references, on an individual foreign firm. Orders must include complete name and address of the subject firm and be accompanied by payment. Further information concerning WTDRs and request forms are available at each Commerce District Office.

The mark (•) indicates that this trade opportunity is a request for bids by a foreign government agency.

Direct Sales

Heavy construction

• **1629—INDIA**—Oil & Natural Gas Commission invites firms to bid for fabricating, towing and erecting following platforms for Bombay offshore project: A) two well platforms and a flare jacket and one process platform at Bassein North Oilfield; B) one process platform at Bombay High. Process platform should include all process, utility and service modules fully equipped. Should also include gas compression and crude pumping modules. Plans call for erection to be completed within following time schedule: Item A) Oct. 1977-April 1978; Item B) Oct. 1978-April 1979. Contractors intending to submit quotations should have at least 4 years past experience in fabrication and erection of platforms in water depths of 80 meters or more. U.S. contractors advised to submit names and addresses to Additional Director (S & P), BOP, Oil & Natural Gas Commission, "Kailash" 6th Fl., 26 Kasturba Gandhi Marg, New Delhi 110001, now for Item A, and after Aug. 15 for Item B. ONGC plans to hold technical meeting in New Delhi office Aug. 30 for Item B to clarify any questions companies may have before submitting bids. Bids to be opened at ONGC's New Delhi office in presence of reps. of companies which have submitted bids. Bid deadlines: A) July 30; B) Sept. 30. Refer to Bid No. BOP/STR/IMP/E & C/17/77 dated June 7.

Wood products

2499598—GERMANY — Individual sign letters & numbers, all sizes, made from wood. Estab. 1958; employs 12, maintains 2 offices in Hamburg. Annual sales DM 1,000,000. Bank ref. Hamburger Sparkasse. Reply by fastest means to—Herr Buechting, Klaus Buechting Kunststoff-U., Beschriftungstechnik, Frahmredder 18, Postfach 650250, 2000 Hamburg 65, Germany. Telephone 040/6013541; telex 02-15755.

Abrasive, asbestos, nonmetallic mineral products

3299000—KUWAIT — National Housing Authority is seeking U.S. manufacturers of "synthetic stucco" wall facing material, applicable by spraying or rolling on exterior concrete surfaces. Material must be capable of being applied in (and of withstanding) high heat (130°-150°) and high humidity conditions. Interested U.S. firms contact National Housing Authority, P.O. Box 23385, Kuwait. Firms may also wish to send copies of initial correspondence to Commercial Section, U.S. Embassy, Kuwait, c/o Department of State, Washington, D.C. 20520.

Steel mill products

3312300, 3316000 — NETHERLANDS — Large reputable mfr. of offshore structures requests c.i.f. quotations Rotterdam for August 1977 delivery of 750 m/t of wf beams: 8 x 31 thru 36 x 194; angles: 2 x 2 x ¼ thru 4 x 2 x ⅝; plates: ⅛" thru ¾"; in quality A36, with mill test certificates. Est. sales approx. $300,000. Telex asap—J. Bleekemolen, de Groot Zwijndrecht B. V., P.O. Box 53017, Rotterdam. Telex 28158.

Construction machinery

3531000—EGYPT—Company seeking variety of construction equipment including bulldozers, tower cranes, concrete dumpers, combined man and material lifts, concrete hoists, truck-mounted cranes, etc. Tender documents available upon payment of 20 Egyptian pounds (US $28.60) at address below. Offers marked in block letters "Tourah Portland Cement Company" must be submitted to address below in accordance with instructions contained in tender documents. Interested U.S. firms contact The Arab Contractors, Osman A. Osman & Co., Technical & Executive General Directory, Coordination Department, 29 El Galaa St., Cairo. For further information, firms may wish to contact Andras F. Behr, BIC/CAGNE, United States Department of Commerce, Washington, D.C. 20230; telephone 202-377-4441.

General industrial machinery

3569126—GERMANY—Labeling machine. Machine must be capable of labeling straight onto corrugated blank sheet at any desired position. Sheet will be larger than label. Annual sales $35 million. Employs 700. Financial ref.: Bank ANZ, Brooklyn, Victoria, Australia. Reply by fastest means to—Ivan Cavka, Tasman U.E.B. Industries Ltd., 520 Geelong Rd., Brooklyn, Victoria. Tel. 314-0233.

Communications equipment

3662681—FRANCE—Consumer electronic equipment. Estab. 1969. Imports gift items. Employs 8, & 2 salesmen. According to firm's statement, annual sales 7 million francs. Marketing territory—France. Bank references—Royal Bank of Canada, 3 Rue Scribe, 75003 Paris; CIC, Agence FE, 79 Rue Du Temple, 75003 Paris; Banque Transatlantique, 17 Blvd. Haussmann, 75009 Paris. Reply to—Serge Saadia, Commercial Mgr., SADIACO, 18 Rue Portefoin, 75003 Paris. Telex 210661; Tel. 887-3458.

3662697—ITALY—Counterfeit money detectors, specifically designed for U.S. dollar bills. Well-estab., thriving mfr. of miscellaneous metal stampings. To its primary activity, firm recently added production of counterfeit money detectors which are sold in Italy through sales network of 20 agents. S.A.B. estimates annual sales potential at about $20,000. Interested in direct purchase but, if feasible, will also consider possibility of exclus. distributorship. Reply to — Gino Bandiziol, Co-Owner, S.A.B., S.N.C., Via Calvi 19, 10154 Torino; Tel. 232494

Transportation equipment

3792000—EGYPT—German firm seeks 50 travel trailer units for trailer hotel project in Egypt. Units must be about 22 ft. in length, equipped with showers, toilets, refrigerators, fully furnished and airconditioned, suitable for tropical use. Total value exceeds $500,000; please quote c.i.f. Alexandria, if possible. Interested U.S. firms should contact Erwin Kannenberg, Rankestrasse 5-6, D-1000 Berlin 30, Federal Republic of Germany.

Important Notice

Most member countries of the League of Arab States employ a secondary boycott against foreign firms which undertake certain specific types of business relationships with the State of Israel. The Commerce Department will not disseminate nor make available for inspection any tenders or trade opportunity documents which contain conditions intended to support such boycotts, or which are based on documents known to contain such provisions. Trade or investment opportunities published herein are not presently known to be subject to such conditions. However, it is possible that U.S. firms responding to opportunities from Arab countries may be asked at some stage of a transaction to participate in an Arab boycott-related restrictive trade practice as defined in the Department's Export Administration Regulations (15 CFR, Part 369 et. seq.).

Firms are reminded that it is the policy of the United States (a) to oppose restrictive trade practices or boycotts fostered or imposed by foreign countries against other countries friendly to the United States, and (b) to encourage and request U.S. concerns engaged in the export of articles, materials, supplies, or information to refuse to take any action, including the furnishing of information or the signing of agreements, which has the effect of furthering or supporting such restrictive trade practices or boycotts. Accordingly, U.S. concerns receiving such requests to participate in a restrictive trade practice or boycott are encouraged and requested to refuse to comply with them.

Firms are further reminded that U.S. concerns receiving requests to participate in a restrictive trade practice or boycott must report such request to the Department of Commerce in accordance with Section 369.4 of the above-cited regulations.

Representations

Foreign private firms are interested in agency agreements and/or distributorships for these products.

Heating apparatus, plumbing fixtures

3433313, 3433410, 3433711, 3433712, 3433730—IRAN—Gas burners. WTDR 6/77. Write: Mehdi Kousari, Mng. Dir., Cycle Co., Ltd., No. 38/1 Gohar-Derakhshan St., North Roosevelt Ave., Tehran. Tel. 833102, 834779; telex 213403 BTCO IR Attn. Cycle Co.

General industrial machinery

3569998—GERMANY—Centralized lubricating systems, automotive & industrial. Equip. to be used with textile, woodworking & toolmaking machinery as well as for automobiles & trucks. Sales agent for lubricating greases & oils for lubricating equip. Sells to important companies like M.A.N., Daimler Benz, etc. Enjoys excellent reputation. Finances said to be in good order & obligations promptly met. Considered good trading partner. Reply to—Gustav Kirchhoff, Silcherweg 13, 79 19 Bellenberg. Tel. 07306/5112.

Optical instruments, lenses

3832121/35—MOROCCO—Microscopes for use in opthalmology & microsurgery. Specializes in medical, scientific, optical & dental equip. & supplies. Seeks U.S. mfrs. of listed products for excl. agency & distrib. Reply to—R. Grillet, Chimilabo, 193 Ave. De L'Armee Royale, Casablanca. Tel. 27-14-70 & 27-14-86; Telex 21-748.

Surgical, medical, den. instruments

3841085—FRANCE — Intravenous catheters, long. Established 1964. Employs 12. Imports/distributes & wholesales surgical, medical instruments, appliances & supplies. Represents following foreign companies—Sherwood Medical Industries, Brentwood, Mo.; American Cystoscope Makers, Pelham Manor, N.Y.; Mallinckrodt, St. Louis, Mo.; Sherwood Medical, Feltham, England; Mfr. Belge De Gembloux, Gembloux, Belgium. Annual sales 10,000,000 francs. Bank ref.: Sociale Marseillaise De Credit, Place Castellane, 13006 Marseille. Operating satisfactorily. Good overall reputation. Credit appraisal good. Commitments met punctually. Reply to—Jacques Merlin, Mgr., Midichirurgie, 148, Rue STE Cecile, 13005 Marseille. Tel. 91/47 65 29.

Toys, amusement, sporting goods

3942007, 3944238, 3944267, 3944287 — FRANCE — Dolls, miniature & Barbie type; cars & trucks, miniature; toys, educational, infant & preschool including building sets; other toys, including lead soldiers. Established 1955. Employs 12 including 3 salesmen. Imports, exports & wholesales toys & games. Owns building with office space & warehouses. Reported annual sales 3,000,000 francs. Bank ref.: Credit Commercial De France. 226 Avenue Du Prado, 13008 Marseille. Operating satisfactorily. Good overall reputation. Credit appraisal good. Commitments promptly met. Reply to—Lucien Agnese, Directeur Commercial, ETS Agnese, 88-94 Rue Liandier, 13008 Marseille. Tel. 91/79 24 07.

3944221, 3944263—FRANCE—Mechanical toys. Scientific toys. Small firm specializing in marketing sporting goods, camping equip. & toys. Marketing network covers France. Financial ref.; Societe Lyonnaise, Chambery. Reply to—M. A. Cartier-Million, Dir., Sofial 73, Cours Jean Jaures, 38000 Grenoble. Phone (76) 87.81.33; Telex 320882.

Visiting Buyers & Officials

SWEDEN—One of the partners of a small but well-respected firm in Sweden will be on the East Coast July 13-27. The company has many years experience in international marketing of chemicals. Seeking agency agreements for raw materials and chemicals in following industries: **pulp and paper, paint and varnish, rubber, plastics, petrochemicals.** For further information call Peter B. Alois, 202-377-3265.

SWEDEN — Businessman visiting U.S. June 27-July 27, seeks contact with manufacturers/suppliers of following equipment: **gas cutting and welding equipment, and parts and accessories; welder's gloves, helmets and other protective devices.** Jim Nader, 202-377-3265.

SWEDEN—Benget Lindeblad is interested in importing **machinery for grinding and polishing metals** as well as **industrial floor and cleaning machines.** For further information contact Theresa Rettig, Foreign Buyer Program, Room 2322, U.S. Department of Commerce, Washington, D.C. 20230; 202-377-3265.

SWEDEN—Lennart Jivegard of Goteborg is interested in hearing from U.S. manufacturers of **canned or frozen seafoods except shrimp, dry and liquid cocktail mixes and prepared foods and food specialties.** Contact Theresa Rettig, 202-377-3265.

AUSTRALIA—Peter Thompson of Sydney is interested in hearing from manufacturers of **desk-top copying machines** prior to his proposed visit in September. He wishes contact with firms not presently represented in Australia. Contact Theresa Rettig, 202-377-3265.

Future Construction Abroad

SAUDI ARABIA — The Royal Commission for Jubayl and Yenbo seeks qualified and reputable U.S. **landscaping architects and contractors for possible work at the Yenbo complex,** a multi-million dollar industrial and population center planned for western coast of Saudi Arabia. Send brochures and other specification literature directly to the Royal Commission for Jubayl and Yenbo, Directorate for Yenbo Project, Attn: Hassan Rida, P.O. Box 6312, Jidda; Telex: 20075 PLAN SJ RIYADH, ATTN: HASSAN RIDA. Please send copy of initial correspondence to Pete Zantal, CAGNE/BIC, U.S. Dept. of Commerce, Washington, D.C. 20230.

KUWAIT — Local businessman Mohammed Jamal is interested in contacting U.S. firms that can supply **turnkey plant for production of potato chips.** To expedite correspondence, interested firms should contact Jaber A. Jamal, Suite 1025, Drake Hotel, 440 Park Ave., New York, N.Y. 10022.

IRAQ—Office of Legal Affairs, State Organization for Roads and Bridges, Karradat Mariam, Baghdad, is seeking qualified contractors for furnishing of all labor, material and equipment for construction of second **Amarah Bridge** over Tigris River at city of Amarah in southeast. Main bridge length to be 385 meters consisting of 11 spans of 35 meters each supported by concrete piers. Also included is 1,300 meter approach road on north bank, 1,800 meter approach on south bank, cloverleaf interchange, earthwork, culvert construction and paving works. Tender documents available from above address for U.S. $510. Tender should be accompanied with preliminary deposit of U.S. $510,000, payable in cash or by letter of guarantee from Iraqi Rafidain Bank. For additional information on this project, contact Pete Zantal, CAGNE/BIC, U.S. Dept. of Commerce, Washington, D.C., 20230; 202-377-4441.

INDIA — Government-owned Food Corp. of India (FCI), which is primarily responsible for creation and operation of foodgrain storage facilities nationwide, is likely to be recipient of $80-100 million line of credit from International Development Association for construction of additional **facilities for foodgrain storage,** particularly silos equipped with modern bulk handling and transport equipment. Under proposed credit, FCI will undertake to build 3.2 million tons of storage capacity of which 2.5 million tons will be of conventional godown type. Silos of total combined capacity of 200,000 tons are likely to be established near port of Bombay in Maharashtra State at proposed satellite port at Nava-Sheva and at Panval; 350,000 tons bulk-cum-back storage facilities at sites yet to be selected; and 150,000 tons bulk flat godowns with provision for later installation of mechanical conveying, handling and weighing systems. Non-conventional storage facility for 700,000 tons will be erected largely in precast concrete slipform construction and each concrete cell will be provided with protective plastic or epoxy resin inner lining. Silos will be custom-designed and erected in clusters of three or more at each location. They will require high capacity conveying, handling, weighing and cleaning equipment together with equipment for maintaining constant temperatures and humidity at acceptable pre-determined levels. While much of civil engineering and construction work will be provided locally, it is estimated that mechanical equipment, temperature controls, and recording instruments will have to be largely imported. FCI estimates about 35 percent of project loan amount will be spent in importation of such equipment. Imports will be on basis of international competitive bidding in strict accordance with World Bank/IDA bidding conditions and procedures. Anticipated that final agreement between gov't and World Bank will be concluded within few months. Project completion deadline estimated at 3-4 years. FCI is working on engineering designs and specifications and wishes to receive from U.S. manufacturers and suppliers of following equipment, detailed product literature and indication of estimated c.i.f. prices: belt conveyors; bucket elevators 250-500 ton/hr. cap.; lift passenger elevators 250 kgs. cap.; load vehicle weighbridges 20-30 ton cap.; grain cleaners 50 ton/hr. cap.; grain temperature measuring and recording instruments; bagging machines; truck dumping systems; dust control and aeration systems; rail shunting equipment; pneumatic unloaders 250-500 ton/hr. cap., and mechanical reclaimers. Contact: S. Vijayaraghavan, Mgr. for Engineering Projects, Food Corp. of India, B-70 Greater Kailash-I, New Delhi 110048. OPIC.

TRINIDAD & TOBAGO—Government is interested in setting up complete **television production and viewing unit** to NTSC specs. and has made appropriation initially for modest but complete installation. Investigating possibility of obtaining data on equipment and systems with view to choosing system that fits their needs. Gov't would welcome receipt from interested U.S. companies, brochures, catalogs, price lists, etc., on appropriate equipment. Suggest interested U.S. firm might find it profitable to have one of its top consultants hold discussions with local officials to assist in design of this project. Gov't eventually plans to expand production into other audio-visual fields as well as television. Contact: Tony Deyal, Television Unit, Public Relations Div., Office of the Prime Minister, Whitehall, Port of Spain. OPIC.

DUBAI—Government has awarded American firm a contract to study feasibility of proposed **expansion of Dubai's existing airport, and building of another airport at Jebel Ali.** Study scheduled to last two months. Upon completion of study, government plans to invite tenders for design and later construction of facilities. Interested firms contact William S. Gaines, U.S. Department of Commerce, CAGNE, Room 3203, Washington, D.C. 20230; 202-377-4441.

The Overseas Private Investment Corp. (OPIC) offers political risk insurance on assets and bank guaranties to U.S. construction and service firms planning to submit bids on projects in certain developing countries, identified by the "OPIC" notation at the end of some items. For further information on OPIC's contract insurance programs, write Construction Insurance Officer, Overseas Private Investment Corp., Washington, D.C. 20527. Tel: 202-632-7825.

COLOMBIA — Luis Alfredo Vergel Restrepo, Administrador Publico, Oficina Planeacion Departamental, Departamento Del Cesar, Valledupar, stated that his organization is preparing study for **industrial park** in Valledupar. Dr. Vergel would like information on industrial parks in United States. Valledupar is area slated for stimulation by government's Industrial Parks Program. Interested U.S. firms communicate directly with Dr. Vergel, address above, and please send carbon copy to Janice Philbrick, Office of Export Development, Rm. 3410, U.S. Department of Commerce, Washington, D.C. 20230.

GERMANY — German Sports Federation (Deutscher Sportbund) has announced plans to construct **Central Sports Academy** in West Berlin. Construction of the new facility, at a cost of more than $2 million, is scheduled to begin in August. Will include administration building, four lecture halls, small gymnasium, dormitory, cafeteria and sauna baths. To be used as national training center for recreation and sports directors. Over 4.7 million DM have been earmarked for this project. Interested U.S. suppliers contact Herr Direktor Janzen, Deutscher Sportbund DSB, Otto-Fleck-Schmeise 12, D-6000 Frankfurt/Main 1. Tel.: (0611) 67-00-1.

ALGERIA—SONATRACH (Algerian State Hydrocarbon Monopoly), Monsieur le Chef de la Zone Industrielle, B.P. 1 Arzew, Arzew, is prequalifying firms for study, supply and construction of **two waste water purification stations** in industrial area at Arzew. Interested firms send prequalification literature to above address. All material should be in French. Closing date for submittal of prequalification Aug. 11.

EGYPT—The General Organization for Sewerage and Sanitary Drainage, Tahrir Bldg.—6th Floor, Foreign Purchasing Committee, Cairo, is seeking qualified contractors for supply and installation of **mechanical and electrical equipment for Mansoura West Sewage Pumping Station,** 120 kms. south of Cairo in Nile Delta. Tender documents may be purchased from above address for LE 100 (U.S. $142.86). Tenders will be accepted only from registered commercial agents or public sector companies and must be accompanied by proper letter of guarantee. Closing date for submittal of offers Aug. 1. OPIC.

TUNISIA—Office National de l'Assainissement (ONAS), 8 Rue de Senegal, Tunis (Cable: ONASTU; Telex: 12080 TN) is seeking qualified firms for construction and equipment of **water purification station** at Sebket Erriana on road to Raouad, about 21 kms. north of Tunis. Station will have handling capacity of 5,000 kilograms DBO5 (biochemical oxygen needs after 5 days) per day and 2,200 cubic meters per hour. Also includes installation of 4,000 meter evacuation channel with diameter of 800 millimeters and construction of outlet to sea 400 meters long. Project comprises

two lots: 1) civil engineering, i.e., construction, subdivided into two lots a) purification station; b) evacuation conduit. Equipment for purification station is further subdivided into two sublots: a) mechanical equipment; b) electrical equipment. ONAS is requesting two types of proposals for each of sublots providing for 1) construction of normal stabilization pond system and 2) construction of stabilization pond with possibility of recycling mud and primary decanting. Offers should be made taking into account each of above possibilities and ONAS will decide which one will be implemented. Firms may submit offers for one or several lots or sublots. Partially financed by IBRD and Saudi Development Fund. Tender documents and specifications available from above address for TD 100 (U.S. $235). Closing date for submittal of offers Sept. 23. Payment for tender documents must be effected by bank transfer or international money order. OPIC.

IRAQ — State Organization for Minerals (Saadoun St., P.O. Box 2330, Baghdad, telex: 2292 SOM IK, cable: MAADIN BAGHDAD, telephone: 92361) is planning to build **two new towns** at Qaim and Akashat. Will consist of 2,500 housing units for Qaim and 750 units for Akashat and both will include schools, hospitals and shops along with all infrastructure. Tender documents available from above address upon payment of U.S. $1,700. For further information, interested U.S. firms may contact Bob Yokum, Gibbs & Hill, Inc., 212-760-4616; or Andras Behr, U.S. Department of Commerce, 202-377-4441.

UNITED ARAB EMIRATES — Sharjah firm interested in obtaining **design for shopping center** to be located in Dubai. Interested U.S. companies contact G. Naifeh, Husain & Moosaf Trading Co., P.O. Box 158, Dubai; telephone: 24591, 24592, 60129.

EGYPT—General Organization for Greater Cairo Water Supply, 42 Ramsis St., P.O. Box 55, Cairo, is seeking qualified firms for supply and erection of **mechanical and electrical equipment for new water treatment pumping station** at Rod-al-Farag Waterworks. Tender documents may be purchased from Warehouse Department at above address by payment of LE 30 (U.S. $42.86). Offers must be presented through registered commercial agent from either private or public sector. Closing date for submittal of bids Aug. 20. OPIC.

SAUDI ARABIA — Well-known Saudi firm, Abdullah M. Baroom, looking for U.S. design and construction firms interested in construction of **highways, bridges, overpasses and stadiums** in Saudi Arabia. Saudi firm, one of the biggest in Saudi Arabia specializing in import of building materials, wishes to form joint venture or other type of working relation with U.S. company. Baroom enjoys excellent reputation and strong financial standing. Invites only very large firms with extensive background to write directly to: P.O. Box 2346, Jidda, Attn: Sheikh Abdullah Baroom, Partner, or Sheikh Ahmed Baroom, Partner. Cable: PORTLAND; Telex: 40165 BAROOM SJ. Telephone: 22366, 22377, 34768.

SAUDI ARABIA — Private Saudi firm seeks U.S. design/engineering firms with which to associate in **solar energy projects** in Saudi Arabia. Preferred format is 51 percent Saudi, 49 percent U.S. equity. Not interested in representing U.S. manufacturers or dealing with individual inventors with no experience in project implementation. Interested firms contact Dr. Fawaz Alamy, Technology & Research Department, Idea Center, Suite 811, Queens Bldg., P.O Box 1999, Jidda, telex: 40170 SJ, telephone: 21999. For additional information, contact Andras F. Behr, BIC/CAGNE, U.S. Department of Commerce, Washington, D.C. 20230; 202-377-4441.

SAUDI ARABIA — Saudi individual is seeking U.S. joint venture partners for **development of 2,755 sq. meters of land** in prime location one-half kilometer from city center Jidda. Municipality has authorized up to ten stories on site although normal limit in area is six stories. Foreign partner would be expected to provide most of equity; management contract and financing arrangements remain flexible. Contact Mohamed Sabano, P.O. Box 3634, Jidda. Additional information available from Andras F. Behr, BIC/CAGNE, U.S. Department of Commerce, Washington, D.C. 20230; 202-377-4441.

YEMEN ARAB REPUBLIC—Established local firm seeking U.S. firm interested in joint venture investment to construct and manage **motel/apartment complex.** Plans call for 100 units with swimming pool, tennis courts, etc. Approx. half the units would be motel rooms with kitchenettes, the remainder 2 or 3-bedroom apartments. Potential partners should be prepared to perform initial feasibility study. Contact Abdullah Al-Shabba, Gen. Mgr., Mareb Trading & Development Co., Ltd., P.O. Box 189, Sanaa, telex: 306 BASHAR YE. Further details obtainable from Andras F. Behr, BIC/CAGNE, U.S. Department of Commerce, Washington, D.C. 20230; 202-377-4441. OPIC.

EGYPT—U.S. contractors sought for construction of $500 million first-class **hotel/motel complex** as "touristic city" on Al-Karsaya island, about 1 km. south of Guiza Bridge in Cairo. Planned city will comprise entire island, about 260,000 sq. meters. Project will be essentially "turnkey" but joint venture or other possibilities negotiable. Successful applicant will be expected to do feasibility study and all specs and drawings. Upon completion, U.S. management services will be required. Contact Mohamed Abdel Ganei Abdou, Mina Palace Hotel, 5 Gomhoria St., Cairo, cable: MINOTEL CAIRO. For additional information, contact Andras F. Behr, BIC/CAGNE, U.S. Department of Commerce, Washington, D.C.; 202-377-4441. OPIC.

EGYPT—Bidders sought for supply of complete **cement packing plant.** Interested U.S. firms urged to contact agent in Egypt for complete conditions and specifications of this tender, which may be obtained from address below for $22. Preliminary L/C for 2 percent of value requested. Bids should be sent by Aug. 2 to Foreign Purchase Committee, Alexandria Portland Cement Co., P.O. Bag El-Mex, Alexandria, tel. 24974. OPIC.

KUWAIT—Local firm wishes to contact U.S. firms dealing in supply of all kinds of paper products as well as having technical expertise and experience to plan and design **paper conversion factory.** Contact Fahad H. Al-Jarallah, Exec. Dir., Paper Trading and Industrial Co., P.O. Box 42169, Shuwaikh Industrial Area.

SUBSCRIPTION ORDER FORM

ENTER MY SUBSCRIPTION TO **Commerce America**

at $29.80. Add $7.45 for foreign mailing. No additional postage is required for mailing within the United States and its possessions.

☐ Remittance Enclosed (Make checks payable to Superintendent of Documents)

☐ Charge to my Deposit Account No.

Send Subscription to:

NAME – FIRST, LAST

COMPANY NAME OR ADDITIONAL ADDRESS LINE

STREET ADDRESS

CITY | STATE | ZIP CODE

PLEASE PRINT

MAIL ORDER FORM TO:
Superintendent of Documents
Government Printing Office
Washington, D.C. 20402

☆ U.S. Government Printing Office: 1977, 240-851/19

Main Commerce, 14th Street and Constitution Ave., NW., Washington, D.C. 20230, (202) 377-2000

U.S. DEPARTMENT OF COMMERCE

JUANITA M. KREPS, Secretary of Commerce — **SIDNEY HARMAN,** Under Secretary of Commerce

Secretarial Officers

Frank A. Weil, Asst. Secretary for Domestic and International Business

Robert J. Blackwell, Asst. Secretary for Maritime Affairs (Maritime Administration)

Courtenay M. Slater, Chief Economist

Jerry J. Jasinowski, Asst. Secretary for Policy

Elsa A. Porter, Asst. Secretary for Administration

Lee J. Wells, Acting, Asst. Secretary for Tourism (U.S. Travel Service)

Anne Wexler, Deputy Under Secretary for Regional Affairs

Charles L. Haslam, General Counsel

Jordan J. Baruch, Asst. Secretary for Science and Technology

Robert T. Hall, Asst. Secretary for Economic Development

Heads of Operating Units

Robert M. White, National Oceanic and Atmospheric Administration

Manuel D. Plotkin, Bureau of the Census

John M. Richardson, Office of Telecommunications

Howard D. Tipton, National Fire Prevention and Control Administration

George Jaszi, Bureau of Economic Analysis

John P. Kearney, Office of the Ombudsman

William T. Knox, National Technical Information Service

C. Marshall Dann, Patent and Trademark Office

Ernest Ambler, Acting, National Bureau of Standards

Allan A. Stephenson, Acting, Minority Business Enterprise

Regional Secretarial Representatives

Frederick A. Schenck, New York City—(212) 264-5647

Frederick A. Ricci, Philadelphia—(215) 597-7527

Paul Hemmann, Atlanta—(404) 881-3165

Helen M. Keyes, Boston—(617) 223-0695

Dr. Allen Haile, San Francisco—(415) 556-5145

Dr. Gayle P. W. Jackson, Kansas City—(816) 374-3961

Stephen McNichols, Denver—(303) 327-4285

Edward L. Coker, Dallas—(214) 749-2891

Leonard Saari, Seattle—(206) 442-5780

Loren A. Wittner, Chicago—(312) 353-0340

District Offices

Albuquerque, N.M., 87102, 505 Marquette NW, Suite 1015 (505) 766-2386.

Anchorage, 99501, 632 Sixth Ave., Hill Bldg., Suite 412 (907) 265-5307.

Atlanta, 30309, Suite 600, 1365 Peachtree St., N.E. (404) 881-7000.

Baltimore, 21202, 415 U.S. Customhouse, Gay and Lombard Sts. (301) 962-3560.

Birmingham, Ala., 35205, Suite 200-201. 908 S. 20th St. (205) 254-1331.

Boston, 02116, 10th Floor, 441 Stuart St. (617) 223-2312.

Buffalo, N.Y., 14202, Room 1312, Federal Bldg., 111 W. Huron St. (716) 842-3208.

Charleston, W.Va., 25301, 3000 New Federal Office Bldg., 500 Quarrier St. (304) 343-6181, Ext. 375.

Cheyenne, Wyo., 82001, 6022 O'Mahoney Federal Center, 2120 Capitol Ave. (307) 778-2220, Ext. 2151.

Chicago, 60603, Room 1406, Mid-Continental Plaza Bldg., 55 E. Monroe St. (312) 353-4450.

Cincinnati, 45202, 10504 Federal Office Bldg., 550 Main St. (513) 684-2944.

Cleveland, 44114, Room 600, 666 Euclid Ave. (216) 522-4750.

Columbia, S.C., 29204, Forest Center, 2611 Forest Dr. (803) 765-5345.

Dallas, 75242, Room 7A5, 1100 Commerce St. (214) 749-1515.

Denver, 80202, Room 165, New Custom House, 19th and Stout Sts. (303) 837-3246.

Des Moines, Iowa, 50309, 609 Federal Bldg., 210 Walnut St. (515) 284-4222.

Detroit, 48226, 445 Federal Bldg., 231 W. Lafayette (313) 226-3650.

Greensboro, N.C. 27402, 203 Federal Bldg., W. Market St., P.O. Box 1950. (919) 378-5345.

Hartford, Conn., 06103, Room 610-B, Federal Office Bldg., 450 Main St. (203) 244-3530.

Honolulu, 96850, 4106 Federal Bldg., 300 Ala Moana Blvd., P.O. Box 50026 (808) 546-8694

Houston, 77002, 2625 Federal Bldg., 515 Rusk Ave. (713) 226-4231.

Indianapolis, 46204, 357 U.S. Courthouse & Federal Office Bldg., 46 E. Ohio St. (317) 269-6214.

Los Angeles, 90049, Room 800, 11777 San Vicente Blvd. (213)824-7591

Memphis, 38103, Room 710, 147 Jefferson Ave. (901) 521-3213.

Miami, 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. (305) 350-5267.

Milwaukee, 53202, 605 Federal Office Bldg., 517 E. Wisconsin Ave. (414) 291-3473.

Minneapolis, 55401, 218 Federal Bldg., 110 S. Fourth St. (612) 725-2133.

New Orleans, 70130, Room 432, International Trade Mart, 2 Canal St. (504) 589-6546.

New York, 10007, 37th Floor, Federal Office Bldg., 26 Federal Plaza, Foley Sq. (212) 264-0634.

Newark, N.J., 07102, Gateway Bldg. (4th floor) Market St. & Penn Plaza (201) 645-6214.

Omaha, Neb., 68102, 1815 Capitol Ave., Suite 703A (402) 221-3665.

Philadelphia, 19106, 9448 Federal Bldg., 600 Arch St. (215) 597-2850.

Phoenix, Ariz., 85073, 2950 Valley Bank Center, 201 N. Central Ave. (602) 261-3285.

Pittsburgh, 15222, 2002 Federal Bldg., 1000 Liberty Ave. (412) 644-2850.

Portland, Ore., 97204, Room 618, 1220 S.W. Third Ave. (503) 221-3001.

Reno, Nev., 89509, 2028 Federal Bldg. 300 Booth St. (702) 784-5203.

Richmond, Va., 23240, 8010 Federal Bldg., 400 N. 8th St. (804) 782-2246.

St. Louis, 63105, 120 S. Central Ave. (314) 425-3302.

Salt Lake City, 84138, 1203 Federal Bldg., 125 S. State St. (801) 524-5116.

San Francisco, 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave., (415) 556-5860.

San Juan, P.R., 00918, Room 659, Federal Bldg., Chardon Ave. (809) 753-4555.

Savannah, 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. (912) 232-4321, Ext. 204.

Seattle, 98109, 706 Lake Union Bldg., 1700 Westlake Ave. North (206) 442-5615.

U.S. GOVERNMENT PRINTING OFFICE
ASSISTANT PUBLIC PRINTER
(SUPERINTENDENT OF DOCUMENTS)
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE, $300

First-Class Mail
POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE
201

U.S.MAIL

CRTD SERIA300SAISSDUE019R 1
SERIALS DEPT
XEROX UNIV MICROFILM
300 N ZEEB RD
ANN ARBOR MI 48106

Let OUR District Offices Serve YOUR Business

More than ever before, business executives need information. Where are the markets, how are they reached, how are they likely to change, what is the competition, where is the financing, what are the risks, how great are the rewards?

The U.S. Department of Commerce compiles the latest data on domestic and international markets and develops programs to assist American business. The Department's 43 District Offices (see inside back cover for complete listing), located in major industrial and commercial centers throughout the U.S., are its prime contact points with executives in their locality.

The District Office should be a starting point for any business which needs marketing assistance or technical product information. To make the Department's facilities, reports, publications and services even more accessible, more than 850 organizations located in 50 states and Puerto Rico serve their areas as Associate Offices of the Commerce Department.

Make sure you're not missing out on this valuable service. Contact the office nearest you today!